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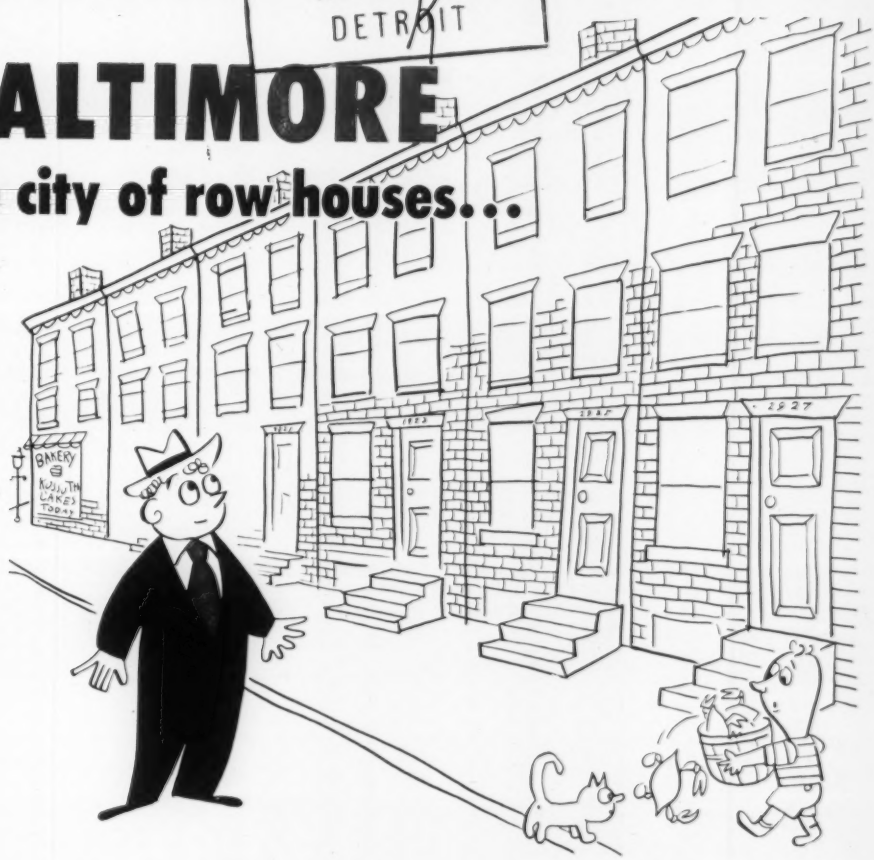
22ND year

THE NEWSWEEKLY OF RADIO AND TV

BALTIMORE
the city of row houses...



Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

IT'S A COMPACT MARKET!

More than 1⅓ million Baltimoreans are packed into an unusually small geographical area. You don't have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you—at a fraction of the cost. Because

NIELSEN SHOWS W-I-T-H FIRST IN BALTIMORE CITY AND BALTIMORE COUNTY

The latest Nielsen Coverage Service proves that the weekly daytime circulation of W-I-T-H is greater than any other radio or television station in Baltimore City and Baltimore County.

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

WLS

personalities build

LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

JACK HOLDEN

Thousands write to him as if he were owner or manager of WLS . . . and justly, for WLS Senior Announcer Jack Holden has been on the station's announcing staff for 22 years. He has watched WLS grow from 5,000 to 50,000 watts . . . . seen the National Barn Dance mature from a studio show to a theater-packing radio-stage tradition. His voice has been beamed from an airplane and from boats . . . . from a World's Fair and from innumerable state and county events.

Probably no other Midwest radio voice and personality are as well-known and beloved as those of Holden. From years of network experience on the National Barn Dance and the Tom Mix Show, to daily announcing duties on several locally produced WLS shows, he has developed a tremendously loyal listener following . . . . which, after 22 years, has come to accept and believe the things he says—and the products he sells.

Whether it be an announcer or a musician—an agricultural expert or an educational director, WLS personalities have the confidence and loyalty of Midwest listeners. That's why they get results . . . . why they sell goods for WLS advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

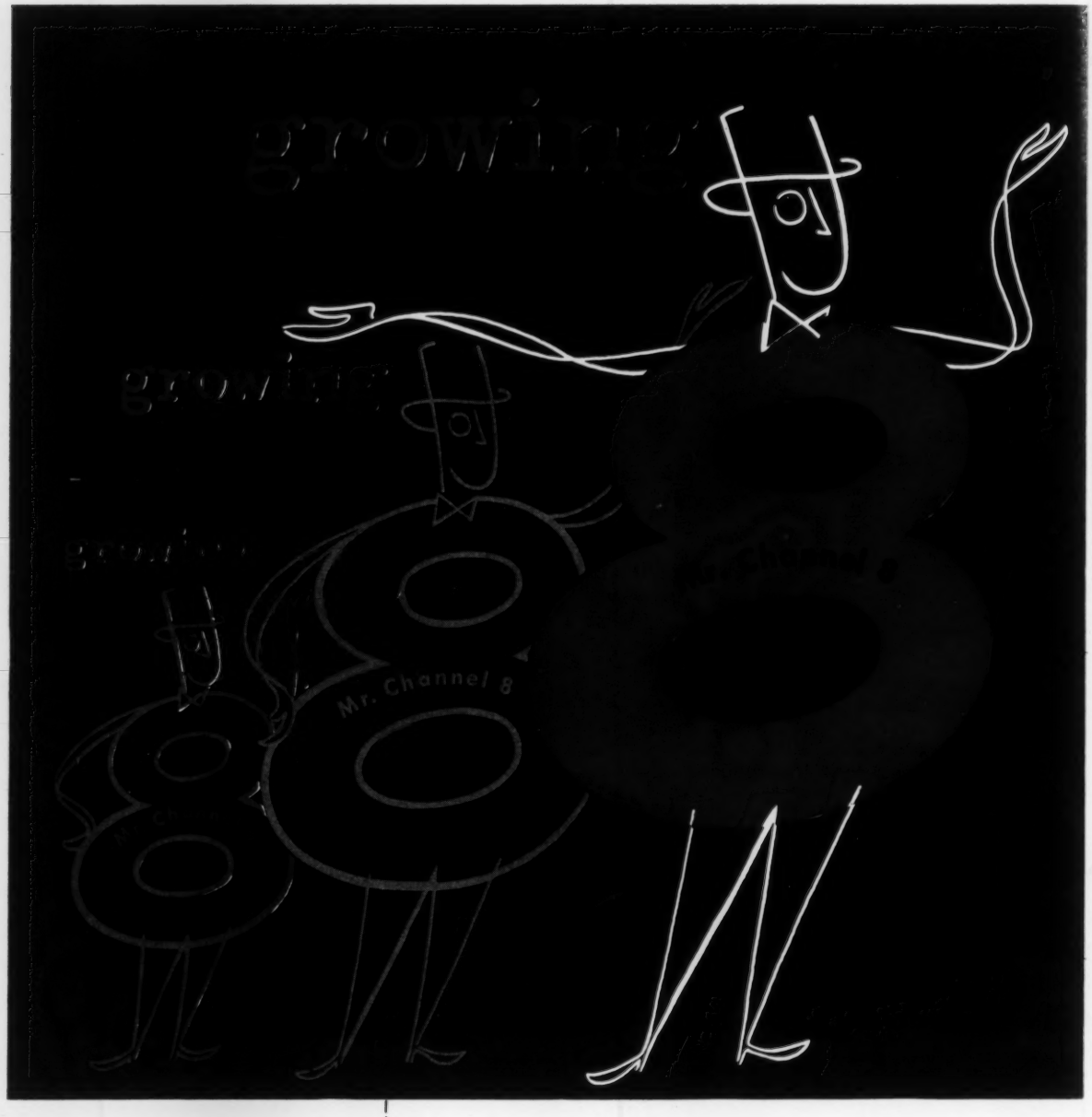
IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV

NBC · CBS · ABC · DuMont

Lancaster, Pa.

Steinman Station

Clair McCollough, President

actual return for your advertising on WGAL-TV—now in its fifth year

growing—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster.

growing—loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks.

growing—recognition by national and local advertisers . . . that WGAL-TV is the efficient, economical way to reap profitable sales.

Use this ever-increasing sales power to get the most profit for your advertising dollar.

WGAL | AM TV FM

Represented by **MEEKER**

New York · Chicago · Los Angeles · San Francisco

closed circuit®

COLGATE - PALMOLIVE - PEET's Halo permittees for extension of completion deadlines are being held up by FCC pending better explanation for the delays. If CP holders are really digging but just struck rock, FCC sources indicate they will have no trouble getting extension. But it's one period only for the permittee who leans on shovel too long too often.

★ ★ ★

ADDITION of Manny Sacks to NBC's top echelon as vice president and assistant to Gen. Sarnoff has given new vigor to reports, current in last few weeks, that he is being groomed for top-policy post at network. New president, it's expected, will be selected from outside, after first of year.

★ ★ ★

NASHVILLE CBS-TV affiliate will be WSIX-TV, Ch. 8, because of firm basic affiliation contract agreed upon prior to FCC action last week granting Ch. 5 application of WLAC Television Inc., through 50-50 merger worked out with WKDA ownership. WLAC is old-line CBS Radio affiliate while WSIX is ABC. Affiliation situation will be reviewed one year from Aug. 6, date on which CBS signed with WSIX-TV. This is consistent both with FCC affiliation regulations and CBS understanding with WSIX. Both stations expect to be on air within 90 days.

★ ★ ★

NOW it can be told. Preliminary activity which led up to FCC petition by group of four uhf TV grantees for authorization of subscription TV (see story on page 31) took months of work by Hugh N. Boyd, *New Brunswick* (N. J.) *Home News* general manager. Not only did he visit 20-odd station operators and permittees to discuss pay-as-you-see TV, but also he led delegation to see late Sen. Tobey and Sen. Johnson. It's understood they both promised to use their influence to get FCC to act promptly, although both disavowed any intention to go to bat in behalf of subscription TV. It is believed this Capitol Hill visit, reaching ears of Rep. Hinshaw (R-Calif.), prompted him suddenly to introduce bill to make subscription TV and theatre TV common carrier services.

★ ★ ★

COMPLAINT of Station Representatives Assn, through its counsel, James Lawrence Fly, former FCC chairman, protesting network representation of affiliates in national spot field, has been referred to staff for study and comment, particularly with regard to FCC jurisdiction. But new development involving Westinghouse TV station representation may take heat off issue. Reversing trend, Westinghouse is shifting WBZ-TV Boston and WPTZ (TV) Philadelphia from NBC Television Spot Sales to Free & Peters which represents its radio list. Staff, nevertheless, will submit comments in due course and cite whether network representation is becoming "trend."

COLGATE - PALMOLIVE - PEET's Halo shampoo which has been using network supplemented by small spot campaigns for past three years planning broad national spot announcement campaign in radio in more than 150 markets for 52 weeks, with varied frequencies. Sherman & Marquette, N. Y., is agency.

★ ★ ★

NOW THAT FCC has its all-time high budget of $7.4 million (with $1 million-plus earmarked for processing TV), there will be prompt appointments of new "examiner teams" to handle expedited hearings in comparative cases. FCC must select these examiners from either Civil Service eligible list or by transfer from other agencies of government. Both lists are being screened for qualified personnel.

★ ★ ★

DEMOCRATIC National Committee may alert local party members to keep tabs on GOP Congressmen TV programs which Rep. Samuel W. Yorty (D-Calif.) charges are part of Republican campaign to sell recent Air Force appropriations cuts to public (see story, page 54). Local members would demand equal time from station telecasting such program.

★ ★ ★

MORE EMPHASIS on broadcasting and broadcasting people in new U. S. Information Agency can be expected under direction of its new head, Theodore C. Streibert, former WOR-Mutual head, who took oath in President Eisenhower's office last Wednesday. Mr. Streibert, who becomes first information head under new "Sub-cabinet" setup, agreed to take assignment for one year. He'll probably return to radio-TV fold upon completion of his Washington tenure.

★ ★ ★

IMPORTANT decision which awaits newly-installed Director of U. S. Information Agency Theodore C. Streibert is how much money should Voice of America have to operate in fiscal 1954. Congress gave lump sum of $75 million to USIA. That figure must be broken down among USIA media divisions.

★ ★ ★

WORKSHOP and practical operation panels to feature upcoming NARTB district meetings, kicking off at Seattle Sept. 14. Association currently canvassing directors and stations on most-desired topics. Basic four-man NARTB team will make circuit, along with TV specialist to be designated by Television Board. Present policy of board confines high-level industry discussions to annual convention.

★ ★ ★

SOON to be revealed for first time is story of NARTB Television Code enforcement. Proposed draft of document, with detailed account of industry's voluntary effort to keep video ethics on above-reproach level, now ready for scrutiny by TV directors.

IN THIS ISSUE

LEAD STORY

Is pay-see TV the salvation of uhf stations? Four uhf grantees think so, and ask FCC to consider it soon. *Page 31.*

ADVERTISERS & AGENCIES

In a rush of fall activity 19 advertisers plan network or spot schedules. *Page 32.*

NETWORKS

CBS Inc. and subsidiaries had record net earnings of $4 million for the half-year. *Page 40.*

GOVERNMENT

FCC takes initial action on NTSC color TV standards in its Notice of Proposed Rule Making and calls for comments on the compatible system. *Page 52.*

Congress went home without getting a chance to act on South Dakota broadcaster Bob Dean's bid for FCC membership. Although "cleared" by the GOP National Committee and the Senate Commerce Committee, the green light didn't come from the White House. *Page 54.*

As far as the radio-TV field is concerned, it wasn't a "do-nothing" Congress the past session. Some highlights were on color and educational TV, baseball broadcasts, NARBA, a new Senate Commerce Committee chairman, McCarthy "recording" bill, radio-TV coverage of Congress, and box office TV. *Page 56.*

Ted Streibert takes over as head of the U. S. Information Agency. *Page 58.*

STATIONS

In a second move against the networks, Station Representatives Assn. declares NBC's "Tandem" and CBS' "Power" plans give the advertiser less for his money than do spots. *Page 62.*

Plough Inc. (WMPS Memphis) buys Marshall Field's WJJD Chicago for $900,000. *Page 68.*

Group headed by J. Elroy McCaw buys Crosley's WINS New York for $450,000 plus accounts receivable. *Page 70.*

FEATURES

Tips to the novice film buyer. *Page 82.*

Tips to the novice film producer. *Page 83.*

Editing feature film. *Page 88.*

Re-runs can be profitable. *Page 89.*

UPCOMING

Aug. 10-12: Radio Parts & Equipment Shows Board Meeting, Dixville Notch, N. H.

Aug. 29-21: Western Electronic Show & Convention, Civic Auditorium, San Francisco.

Aug. 21-22: British Columbia Assn. of Broadcasters Convention, Malaspino Hotel, Nanaimo.

(For other Upcomings, see page 125)

GOING FAST!

IN JUST 10 DAYS THESE FINE STATIONS SIGNED FOR THIS GREAT SHOW, *5 HOURS PER WEEK!*

BOSTON **WHDH** 50 K.W. - IND.	DETROIT **CKLW** 50 K.W. - MBS	ST. LOUIS **KSD** 5 K.W. - NBC
MEMPHIS **WMC** 5 K.W. - NBC	DAYTON **WING** 5 K.W. - ABC	MIAMI **WKAT** 5 K.W. - MBS
DALLAS-FT. WORTH **WFAA** 5 K.W. - ABC	HOUSTON **KXYL** 5 K.W. - ABC	BURLINGTON, VT. **WCAX** 5 K.W. - CBS

WNOW, York, Pennsylvania
1000 W. - IND

WLAK, Lakeland, Florida
1000 W. - NBC

WHYL, Carlisle, Penna.
1000 W. - IND

WHOS, Decatur, Alabama
1000 W. - IND

WIKC, Bogalusa, Louisiana
250 W. - NBC

WCSI, Columbus, Indiana
250 W. - IND

KCHA, Charles City, Iowa
250 W. - IND

WPLA, Plant City, Florida
250 W. - IND

WEVA, Emporia, Virginia
250 W. - IND

KJFI, Webster City, Iowa
250 W. - IND

WDOV, Dover, Delaware
1000 W. - IND

WTWN, St. Johnsbury, Vt.
250 W. - IND

KSIM, Sikeston, Missouri
250 W. - IND

KAYL, Storm Lake, Iowa
250 W. - IND

WKBZ, Muskegon, Michigan
1000 W. - ABC

KRDO, Colo. Springs, Colo.
250 W. - IND

KBLO, Hot Springs, Ark.
1000 W. - IND

KFJI, Klamath Falls, Ore.
5000 W. - MBS

WHOK, Lancaster, Ohio
500 W. - IND

WCRS, Greenwood, So. Car.
250 W. - NBC

WBRN, Big Rapids, Michigan
500 W. - IND

WHUN, Huntington, Penna.
250 W. - IND

WOBT, Rhinelander, Wisc.
250 W. - MBS

NEW CONTRACTS ARE POURING IN DAILY . . .
HURRY! HURRY! WRITE, WIRE OR PHONE TODAY!
YOUR MARKET MAY BE SOLD TOMORROW!

The program

raming you need . . . . from ZIV!

DICK POWELL

PEGGY LEE

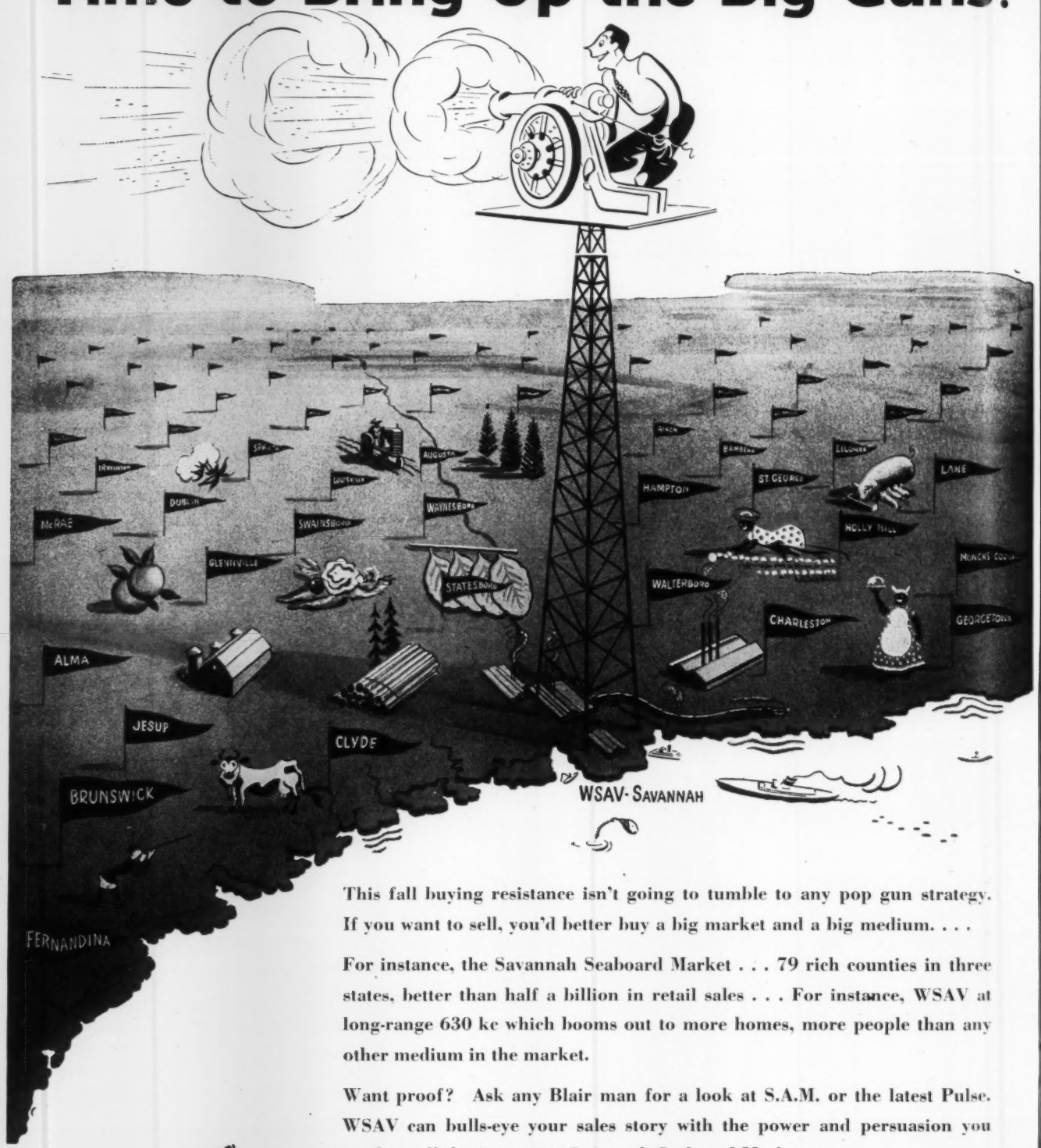
...OUR of ...TARS"

...ORCHESTRAS AND SINGING STARS!

FULL OF ONE MINUTE SPOTS
AND CHAIN-BREAKS
THAT MEAN DOLLARS
POURING IN YOUR STATION!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

Time to Bring Up the Big Guns!



This fall buying resistance isn't going to tumble to any pop gun strategy. If you want to sell, you'd better buy a big market and a big medium. . . .

For instance, the Savannah Seaboard Market . . . 79 rich counties in three states, better than half a billion in retail sales . . . For instance, WSAV at long-range 630 kc which booms out to more homes, more people than any other medium in the market.

Want proof? Ask any Blair man for a look at S.A.M. or the latest Pulse. WSAV can bulls-eye your sales story with the power and persuasion you need to sell the important Savannah Seaboard Market.

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

at deadline

Sacks Made NBC V.P., Will Assist Sarnoff

EMANUEL SACKS, now staff vice president of RCA, has been elected to serve also as staff vice president of NBC, Brig. Sen. David Sarnoff, board chairman of both RCA and NBC, was to announce today (Monday). Mr. Sacks also will continue his duties as vice president and general manager of RCA Victor record department.

Mr. Sacks

At NBC, Mr. Sacks will function as assistant to Gen. Sarnoff and also will assist various divisions of NBC in talent activities, as well as in other area.

Mr. Sacks joined RCA Feb. 1, 1950, as director of artists relations for RCA Victor Division and NBC. On Dec. 1 that year he was named staff vice president of RCA and on Jan. 5, 1953, he became general manager of RCA Victor record department.

Before coming to RCA, he had been for nearly 10 years with Columbia Records Inc., CBS subsidiary. He is credited in entertainment circles as largely responsible for persuading Jack Benny and other top talent to switch from NBC to CBS in late '40's. Earlier, he had been for seven years with Music Corp. of America.

This is latest and highest-level appointment in reorganization of NBC, which has seen resignation of President Frank White because of illness and return toward unintegrated operations of radio and television (see CLOSED CIRCUIT, page 9).

RETMA Urges Removal Of TV Receiver Tax

REMOVAL of the 10% excise tax on TV receivers urged Friday by Glen McDaniel, president of Radio-Electronics-Television Mfrs. Assn. in statement to House Ways & Means Committee, currently studying national tax structure. Industry is willing to give its fair share of revenue under manufacturers levy applying to all types of consumer products, he said. In addition he sought special consideration to exemption of color TV sets under traditional withholding of taxes temporarily from new products and industries.

Present TV set tax is "both inequitable and inexpedient," Mr. McDaniel told committee. He cited important industry contributions to national defense and said RETMA members object to "being singled out as one of a relatively small number of industries to bear sizeable excise burden." He asked how TV levy can be defended when there is no tax on ornamental lamps and decorative furniture, for example. He referred to difficulty and cost of administering TV tax.

Urging passage of bill (HR 6314) introduced by Rep. Richard M. Simpson (R-Pa.) to remove tax on parts and components of radio and TV sets other than tubes, Mr. McDaniel said, "Clearly, it is not the intent of Congress that consumers alter their purchasing habits or that the nation forego tax revenues because consumers do so. Would it not be both more equitable and more expedient to levy excises in a manner that permits of no escape and involves no discrimination—by placing a moderate tax on virtually all products?"

Theatre TV Gets Fight

PRESENTATION of Rocky Marciano-Roland La Starza heavyweight championship fight from New York's Polo Grounds Sept. 24 exclusively on closed-circuit theatre television announced by James D. Morris, president of International Boxing Club, and Nathan L. Halpern, president of Theatre Network Television. Neither home television nor radio will carry bout. Following areas will be blacked out for TNT's presentation: New York City metropolitan area, Boston, Brockton, Lynn, Providence and immediate vicinities.

Mr. Halpern told B•T Friday number of theatres carrying event will exceed 50 which presented Marciano-Walcott fight in September 1952. Admission price reportedly will be $2 to $3, depending on locality.

CBS-TV Adds 1, Drops 3

CBS-TV has signed basic affiliation contract with WHEC-TV—WVET-TV Rochester, N. Y., joint licensees for vhf Ch. 10 due on air about Dec. 1. Network also announced that, due to new affiliates and improved coverage, affiliation agreements with KPTV (TV) Portland, Ore., WDAF-TV Kansas City and KBTV (TV) Denver have been cancelled. Termination dates of these CBS-TV affiliations are Jan. 23, 1954, for KPTV, Aug. 2, 1953, for WDAF-TV and Nov. 1, 1953, for KBTV.

'RED' CHARGE ON KYA COSTS HEAVY DAMAGES

SLANDER damages of $55,125 against KYA San Francisco, H. G. Fernhead, station's general manager, and James Tarantino, KYA commentator and Hollywood gossip magazine publisher, awarded California school teacher late Thursday by San Francisco Superior Court jury. Fern Bruner, high school instructor in San Lorenzo, had asked $100,123 damages for defamation, claiming that she was not "reported commie or communist sympathizer" as alleged by Mr. Tarantino in radio program aired over KYA. Jury's verdict was $55,000 special punitive damages with KYA and Mr. Tarantino each paying $25,000, Mr. Fernhead paying $5,000, plus $123 for out of pocket costs and $2 other damages. Trial ran 18 days.

• BUSINESS BRIEFLY

SPOTS FOR 'DIGEST' • *Reader's Digest* through BBDO, N. Y., preparing spot announcement campaign to start in September using seven to ten days before publication date in about 20 markets. In addition television spot campaign also to be used with details still to be worked out.

RAILROADS NAME AGENCY • Eastern Railroad Presidents' Conference, N. Y., to Donahue & Coe Inc., N. Y. Account executive, Walter Weir, plans to use radio, newspaper and magazine advertising.

CHESTERFIELD ON MBS • Liggett & Myers Tobacco Co., N. Y. (Chesterfield cigarettes), to sponsor Perry Como three times weekly (7:45-8 p.m.) starting Aug. 31 on MBS. Contract, placed by Cunningham & Walsh, N. Y., is for 52 weeks.

PALL MALL EXPANDS • American Cigarette & Cigar Co., N. Y. (Pall Mall), increasing its radio spot announcement campaign in eight states starting late in August. Increased frequencies and new stations are being added. This is in addition to firm's network radio and television programs. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

RADIO SPOTS FOR COAL • For sixth consecutive year, Delaware, Lackawanna & Delaware Coal Co., N. Y. (Blue coal), is placing seasonal fall radio-only spot announcement campaign in 26 markets, starting late September for 13 weeks.

OXYDOL, DREFT BUY • Procter & Gamble Co., Cincinnati, through Dancer-Fitzgerald-Sample, N. Y., planning radio spot campaign for Oxydol and TV schedule for Dreft, effective mid-October.

DRENE CAMPAIGN • Procter & Gamble Co. preparing radio-TV spot announcement campaign for Drene in 30 markets, starting Sept. 7 for 52 weeks. Agency: Compton Adv., N. Y.

American Dairy on Radio-TV

AMERICAN DAIRY ASSN. will sponsor Bob Hope radio show on full NBC network Fridays, 8:30 p.m. EST, starting Sept. 25, and 15-minute Tuesday-Thursday segments of Bob Crosby TV program on CBS-TV (about 50 stations) 3:45 p.m. EST, starting Sept. 22. Lester J. Will, association's general manager, will announce today (Monday). Firm will advertise dairy products, with both shows originating on West Coast. Contracts placed through Campbell-Mithun Inc., Minneapolis-Chicago (see early story, page 33).

Foley Expands Into Film

GEORGE F. FOLEY announced Friday opening of Hollywood offices with Kinsley F. Horton, former Pacific Coast sales manager of CBS, as vice president in charge. It also was announced that company, which heretofore has specialized in production of radio and TV programs, has entered film syndication field, with Maurice E. McMurray, sales supervisor of Foley, as head of new unit.

75% of the time....San Antonio's KEYL TV Ch. 5 has the MOST audience*

CBS • ABC • DuMONT

*JUNE PULSE

- At night, from 6:00 to 11:00 P. M., KEYL ranks first in 88 quarter hours . . . to 51 for the second station.
- During the day, Monday through Friday, KEYL ranks first in 166 quarter hours . . . to 34 for the second station.
- During the day, Saturday and Sunday, KEYL ranks first in 39 quarter hours . . . to 4 for the second station.
- Throughout the day and night, including all time any station is on the air, KEYL ranks first in 326 quarter hours . . . to 98 for the second station.

In New York, call Tom Harker, National Sales Director, 118 E. 57th Street . . .
or in Chicago, call Bob Wood, 230 North Michigan Avenue.
National Representatives - Katz Agency

at deadline

WNDR Asks FCC Delay License Renewal Hearing

WNDR Syracuse asked FCC Friday to postpone indefinitely hearing scheduled Sept. 9 on station's license renewal and transfer applications, pending Commission consideration of petition seeking renewal and transfer without hearing. FCC posed issues concerning discontinuance of WNDR-FM and Oct. 1948 contract for management and option to buy by group headed by Martin Karig, former principal owner of WWSC Glens Falls, N. Y. Karig group seeks to buy for $200,000.

WNDR regretted failure to formally surrender WNDR-FM after destruction of tower in 1950 hurricane, but denied allegations of illegal transfer of control to management group, pointing out October 1948 contract was filed with FCC along with all subsequent changes and relevent facts and no question has been raised until now. WNDR cited $400,000 loss of owners and ability of management group to put station on profitable basis with increase in local programming.

WNDR has law suit pending against Samuel Newhouse interests (WSYR-AM-FM-TV, *Syracuse Post Standard* and *Herald Journal*) charging conspiracy to put station out of business after refusing to sell to Mr. Newhouse at early date. Station told FCC its renewal hearing "has been unduly publicized by the Newhouse newspapers in Syracuse for the purpose of further embarrassing and damaging WNDR."

KWEM Turns In TV CP, Unable to Get Site

FAILURE to secure adequate TV site is reason given by KWEM-TV Memphis, Tenn., upon surrendering permit for uhf Ch. 48 to FCC Friday. KWEM Inc., which holds permit to move KWEM from West Memphis, Ark., to Memphis, Tenn., wanted to construct new facility housing both AM studios and TV transmitter-studios, but did not wish to delay AM improvement because of TV site problem.

Wilmington TV Sought

APPLICATION for new TV station on uhf Ch. 29 at Wilmington, N. C., filed with FCC Friday by Wilmington TV Corp., owned 25% each by O. C. Tucker and Glenn M. Tucker, real estate; A. L. Wheeler, Washington attorney, and Milton Hammer, TV producer of *Washington Spotlight*.

New AM for Oklahoma

FINAL decision granting new AM station at Anadarko, Okla., to J. D. Allen tr/as Caddo Bcstg. Co. announced by FCC Friday. Facilities approved are 500 w daytime on 1250 kc. Ruling denied competitive bid of Lawton-Ft. Sill Bcstg. Co. for 1 kw day, 500 w night on 1250 kc at Lawton, Okla.

WILS-TV Joins DuMont

WILS-TV Lansing, Mich., uhf Ch. 54, due on air Sept. 15, has signed affiliation contract with DuMont TV network as secondary outlet.

'BAIT' COMPLAINTS DROP

COMPLAINTS to FCC about radio-TV bait advertising of vacuum cleaners, sewing machines and similar products have fallen off markedly in past few months, Commission source acknowledged Friday. Drop was noted after story in May 4 B•T—which reported FCC and Federal Trade Commission concern over growing bait advertising problem—and after subsequent adoption by state broadcaster associations of anti-bait advertising resolutions.

FTC Hits Bait Ads For Hearing Aids

BAIT advertising of hearing aids is declared "unfair" in trade practice rules promulgated for hearing aid industry Friday by Federal Trade Commission which, along with FCC, also has indicated concern over bait ads on radio-TV for vacuum cleaners and sewing machines [B•T, May 4]. FTC already has cited several cleaner and sewing machine firms and FCC is studying consumer complaints about stations carrying such ads. New FTC rule for hearing aid industry provides:

Rule 3 (a) It is an unfair trade practice for any industry member to advertise a particular model or kind of hearing aid for sale when purchasers or prospective purchasers responding to such advertisement cannot purchase the advertised model or kind from the industry member and the purpose of the advertisement is to obtain prospects for the sale of a different model or kind of hearing aid than that advertised.

Wolverton Wants FCC To O. K. Color Sept. 8

HOPE that FCC will be able to wrap up compatible, NTSC color TV standards by Sept. 8—date Commission set as deadline for comments in its Notice of Proposed Rule Making (see story on page 52)—expressed Friday by Rep. Charles A. Wolverton (R-N. J.), chairman of House Commerce Committee which held hearings on multihued television last March-April. Expressing his "gratification" at FCC's step, Rep. Wolverton added he hopes "at that time [Sept. 8] the Commission will be able to dispense with further proceedings."

KCJB-TV Target Early '54

JOHN W. BOLER, president of KCJB-TV Minot, N. D., which was granted vhf Ch. 4 at Valley City, N. D., about 30 miles east of Jamestown (see story page 54), predicted Friday that target date will "be early 1954, dependent upon how much construction can be accomplished before snow flies." There have been no negotiations with networks, Mr. Boler said, "and I do not expect the question of affiliation will be settled before I go to New York in September." He "expects that station representative will be Weed Television."

KARM to Bolling

KARM Fresno, Calif., has appointed Bolling Co. as representative, effective Sept. 1, 1953.

PEOPLE

LESLIE HARRIS, former director of radio-TV, Colgate-Palmolive-Peet Co., to Bernard Schubert Productions, N. Y., in partnership capacity.

HOWARD KANY, director of news for CBS-TV in Washington, named temporary manager of CBS-TV news and CBS Newsfilm Dept. in New York. He fills vacancies caused by death of **EDWARD C. (Ned) BUDDY** and resignation of **FRANCIS N. (Fritz) LITTLEJOHN,** who joins ABC-TV Sept. 1 as director of news, special events and public affairs [B•T, Aug. 3].

DONALD A. DAVIS, vice president in charge of radio and television, Jaffe Agency, Hollywood talent firm, to Rockhill Productions, N. Y., radio and TV producing firm, as general sales manager in charge of creative development of properties. **TED HUDES,** independent radio-TV producer, to Rockhill as director of press and public relations.

JAMES S. MacVICKAR, account executive, Benton & Bowles, to Kenyon & Eckhardt, N. Y., as account executive.

BERT SOMSON, former sales director at United Film & Recording Studios, joins motion picture-TV division of Kling Studios Inc., Chicago, as account executive.

DuMont Reorganizes Advertising Set-Up

JACOB H. RUITER Jr., former technical advertising manager of Allen B. DuMont Labs, named manager of public relations Friday, in reorganization of DuMont advertising and public relations. Move eliminated DuMont advertising division, making product advertising responsibility of individual advertising managers of company's various divisions. Public relations, institutional advertising and coordination of technical advertising of several divisions will now be handled by public relations department.

NARTB Groups to Meet

THREE NARTB groups to hold meetings during September. Public Events Committee, which is looking into freedom of access to radio-TV coverage of legislative, civic and other events, meets Sept. 18-19 at Waldorf-Astoria, New York. Radio Standards of Practice Committee, engaged in revision of broadcast code, meets Sept. 20-21 at same site. NARTB TV Code Review Board planning Sept. 11-12 session.

Grant Agency Convenes

IMPACT of television in foreign countries explored by representatives of Grant Advertising Inc., convening in Chicago from branch offices throughout world. Representation includes 23 executives from foreign countries and eight from continental U. S. Agency organization, policy and progress reviewed. Convention continues through Aug. 14.

WKOL-TV Names Taylor

WKOL-TV Louisville, slated to go on air in September, has appointed O. L. Taylor Co., N. Y., as representative. Station, on uhf Ch. 21, is affiliated with ABC and DuMont. Joe Eaton is general manager.

Colton Company Moves

LIONEL COLTON, N. Y., radio station representative, has moved to new offices in Hotel Shelton, Lexington Ave. at 49th St., New York 17. Telephone: Eldorado 5-7609.

It takes an old hand to have a

green thumb

In radio programming, an old hand we are. For CBS Radio programs have won what almost amounts to permanent possession of Nielsen's top places.

And a green thumb we've got too. For many of the Top Ten winners have started their climb in a CBS Radio Studio. Like *Arthur Godfrey Time. Talent Scouts. Our Miss Brooks. Suspense. Yours Truly, Johnny Dollar.*

Now, CBS Radio has developed some of the most promising new properties in years. And we've planted them in our schedule this summer, so that by fall, you'll have gathered a big loyal bunch of followers. Pick the variety that goes with your budget:

THE JOHNNY MERCER SHOW *(Monday thru Friday evenings, 7:15 to 7:45 EDT)* Interviews, stories and music by a personality who knows—and has written—more songs than almost anybody around.

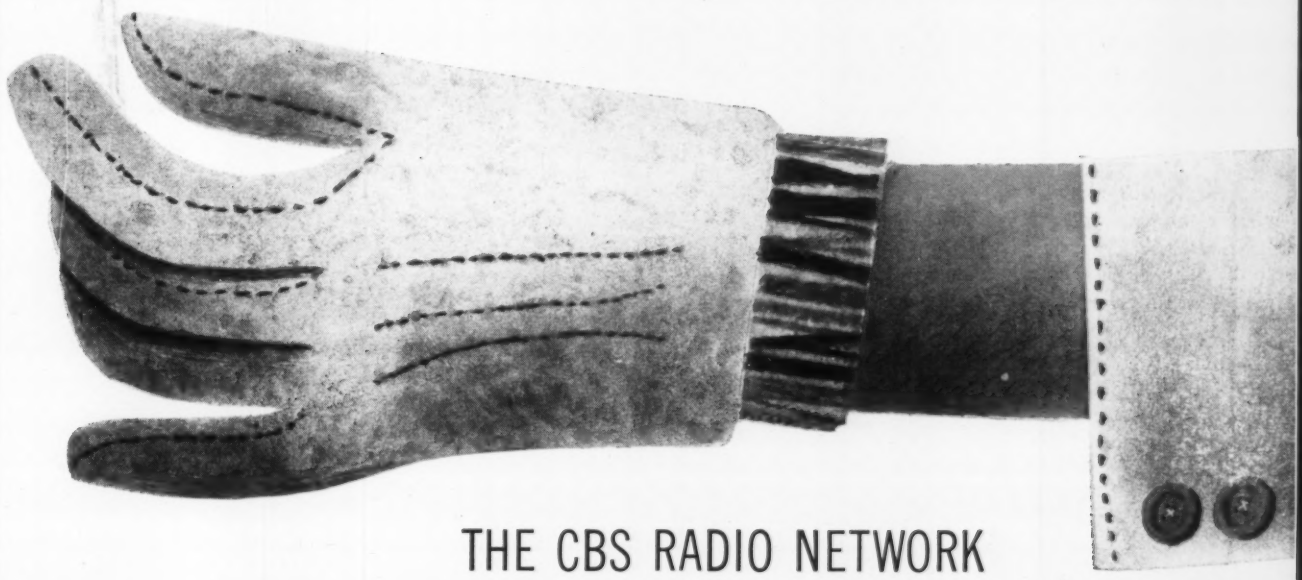
21ST PRECINCT *(Tuesday evenings, 9:30 to 10 EDT)* The daily drama—based on actual events—that unfolds before a precinct captain in a typical New York City station-house.

ROGERS OF THE GAZETTE *(Wednesday evenings, 9:30 to 10 EDT)* Will Rogers, Jr., leading the amusing and rewarding life of anyone who edits a small-town weekly.

CRIME CLASSICS *(Monday evenings, 8 to 8:30 EDT)* Dramas in documentary style that reconstruct the most famous criminal stories of every land and of every time.

STAGE STRUCK *(Hour-length, scheduled for September)* The romance that is Theatre, told through interviews and biographies, re-enacted play scenes, and eavesdrop auditions.

You can listen to them grow... *where America listens most.*



THE CBS RADIO NETWORK

IN THE
Upper Midwest...

KSTP-TV
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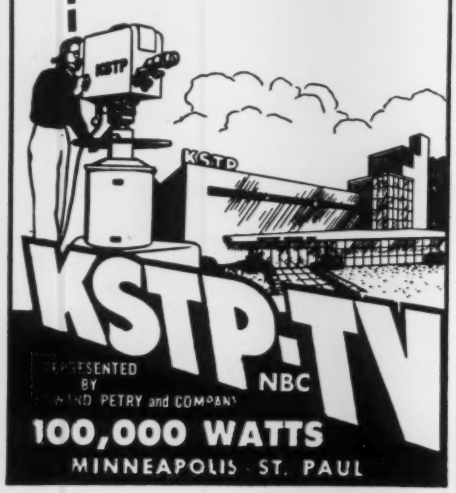
Million-
and-a-Half
People
Regularly
With
100,000
Watts
On Channel 5



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EDWARD PETRY and COMPANY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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Things have changed in ARKANSAS, too!

From one-room schools to Fulbright scholars ... from "one-crop" farms to a booming economy—Arkansas is getting its share of the South's new progress and wealth. One example: *Effective Buying Income per family is up 195.1% over ten years ago*!*

There's been a big change in Arkansas radio, too. You can now cover almost *all* the State with 50,000-watt KTHS from Little Rock—now CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS offers *primary* daytime coverage of more than a million people—secondary, interference-free daytime coverage of more than 3¼ million people, including practically all of Arkansas (and 387,409 radio homes in six adjacent states)!

Ask your Branham man for all the KTHS facts, *today*.

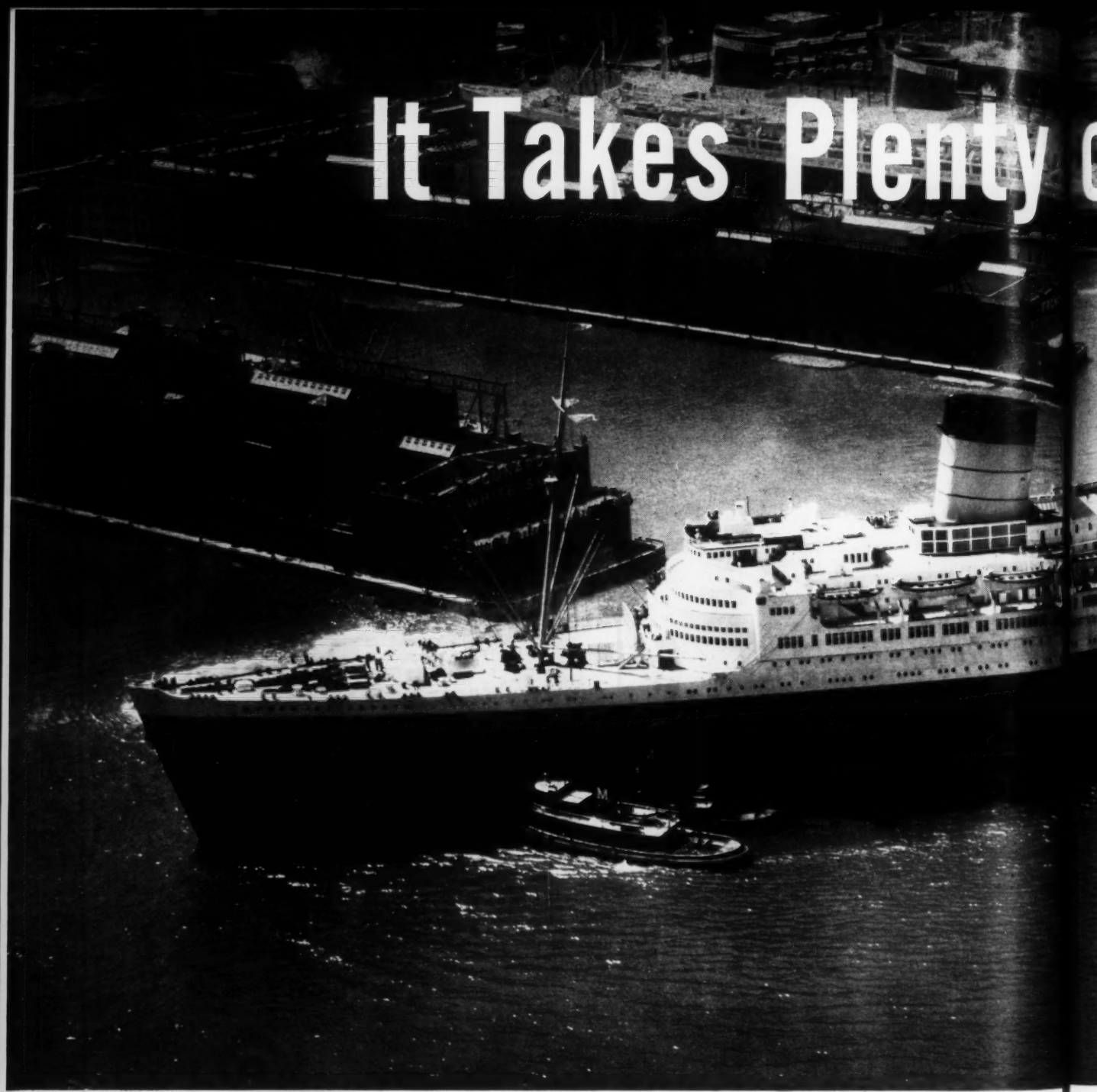
*Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS



It Takes Plenty o

EVER WATCH TUGS pushing and pulling a huge liner into her dock? It takes enough tugs to do the right kind of a job.

Good representation requires enough salesmen in relation to the number of stations represented. This makes it possible for each station to get its full share of attention and not be lost in a long list crowd.

Our company has an extremely high ratio of manpower per station represented. Because of this we are able to concentrate our attention on the particular qualities, advantages and programs of each station — and then devote to each the necessary selling time to produce the maximum amount of business. Our stations are sold "individually." That is what we mean by "Personalized Representation." It takes plenty of manpower.

If you think this kind of concentrated effort would take you out of a crowd — ask us what we can do for you.

XUM

"Queen Elizabeth". Photograph courtesy of Cunard Steamship Co., Ltd. and Moran Towing and Transportation Co., Inc.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

XUM

A MARKET IS NO RICHER THAN ITS PEOPLE

The new WHAM Market Analysis tells how people in WHAM-land are warm, human and rich in buying power. There are more than 450,000 families in the immediate area with almost 2 billion dollars to spend annually. They buy considerably more than national averages from food, retail and home furnishing stores.

Whether you wish to establish distribution, stimulate an upward trend in your sales curve or use this area as a test market, you need WHAM to sell Upstate New York.

Write

WHAM for a copy of the new WHAM-land Market Analysis

50,000 watt—clear channel

WHAM

ROCHESTER RADIO CITY

The Stromberg Carlson Station

AM-FM ★ NBC Affiliate

Geo P Hollingbery Co., Nat'l Rep

OOPS, IT'S DAISY

Network: NBC-TV.
Time: Wed., 8:30-9 p.m. EDT (Air Audition, 8/5).
Creator, Producer and Director: Frank Tashlin.
Writers: Robert Riley Crutcher and Frank Tashlin.
Stars: Helen Halpin and Mary Costa.

NBC-TV gave viewers a crack at picking their own television entertainment last Wednesday night when it requested comments on an air audition of *Oops, It's Daisy*, a new comedy series starring Helen Halpin and Mary Costa.

The pilot film of the new series filled the introductory bill nicely in giving viewers an idea of the sort of thing they may expect from *Oops, It's Daisy* should the show join the ranks of TV regulars. Those watching the Aug. 5 telecast met Pam, a charming, pretty and relatively sensible blond, and Daisy, her disenchanted, not-so-pretty, irrational roommate who has a facility for getting into comic situations which will provide the series with story material. Rover, their dog, filled the audience in on details about his apartment-mates by doubling as narrator on the initial telecast.

Supporting roles on the show are the girls' next-door neighbors, a patterned couple — he the traditionally henpecked husband and she the rolling-pin wielding type constantly threatening to return to mother. The first show concerned itself with the confusion that resulted when the dominating wife misunderstood a conversation between her husband and Daisy and concluded that her spouse was being led astray by that "weird girl in the next apartment."

The initial telecast was a well coordinated production. It was on film, a definite advantage in situation comedy where timing is all important. Both Miss Halpin and Miss Costa seem entirely capable of handling their roles well as do the supporting players.

The bothersome note in *Oops, It's Daisy* is its obvious resemblance to an already established series of the same type, *My Friend Irma*. The situation on the new series' first telecast was not as funny as some that have been seen on *My Friend, Irma*, nor were the characters as broad. The feeling that it all had happened before was very definitely there.

Pam is a modified version of the Jane Stacy role in the *Irma* series. There is not as much comedy in the characterization as there is in Jane's. But she lives and must cope with an Irma-type and hence a parallel between the two can be drawn. Daisy bears a greater resemblance to a rational human being than Irma does. Her intellectual shortcomings are not as exaggerated and therefore she is not as funny. But she and Irma have a common trait. Through no apparent fault of their own, both Irma and Daisy are always in the midst of situations that are all the more amusing for their attempts to solve them.

★ ★ ★

THE REVLON MIRROR

Network: NBC-TV.
Time: Tues., 8-8:30 p.m. EDT.
Play Reviewed 8/4: "White Night."
Star: Joan McCracken.
Director: Daniel Petrie.
Producers: Dorothy Mathews and Donald Davis.
Sponsor: Revlon.

A MIXED-up little opus titled "White Night" was the Aug. 4 offering on *The Revlon Mirror*, a weekly summer drama series on NBC-TV. TV scriptwriters *will* persist in avoiding dramatic simplicity like the Bubonic Plague. Despite the obvious limitations that a half hour program such as this one presents, too often the man behind the pen complicates his story line so thoroughly that the outcome really tells no story at all. In fact it more closely resembles a scanty outline for a three-hour TV play if such things were in existence. Dabbling with plots, sub-plots and more sub-plots in a 30-minute framework is the shortest possible route to a TV dead-end.

So it was with "White Night." The play was adapted from James Ramsey Ullman's book of short stories called "The Island of the Blue Macaws." Basically the plot dealt with the shattered romance of a young dancer. It was related by a cab driver who had picked up her and her amour one snowy evening. En route, the relationship was terminated by the young man, who also happened to be the young lady's dancing partner. Frustrations were generally complicated because in addition to the emotional problems that his exodus had created the girl was also out of a job. The cabbie, who had no small share of difficulties himself, gave out with some folksy encouragement that he felt set the girl on the right road again. Flashbacks were used to incorporate incidents in the past that had a bearing on the present as it affected both cab driver, his momentary dancer friend, and their respective headaches.

Dancer Plays Dancer

Joan McCracken, a dancer by profession, played the young dancer in "White Night." But the casting director should have had a better reason than that for assigning the part to her. Miss McCracken has had a fair amount of success in musical theatre in the past few years. She dances very well but she is not an actress. Warren Stevens who portrayed the hackie gave an equally unmotivated performance.

Admittedly they were working with a poor script. It is a stiff assignment for any actor to make lifeless dialogue believable. This was the problem that confronted both Miss McCracken and Mr. Stevens. Conviction was entirely lacking in their attempts to solve it.

Direction was no help to the story nor to the actors involved. It plodded along at a slow pace in spite of the material that was to be covered in a short time. Most of the play was set in the interior of a cab, an economical move to be sure, but hardly one which leaves room for any imaginative staging.

Revlon, the cosmetic firm which sponsors the show, is showing the "bop" influence in its commercials, a definite departure for a firm whose sales messages are usually of a more sophisticated nature. Revlon's new lipstick and nail polish bearing the timely title "Crazy Pink," were plugged with proper vocal inflections by Robin Chandler.

★ ★ ★

BOOKS

RADIO-TELEVISION BIBLIOGRAPHY, edited by Burton Paulu. National Assn. of Educational Broadcasters, Urbana, Ill. 129 pp.

THIS study is a revision of a previous NAEB bibliography published in 1950, and, according to its editor, lists most of the books and articles on non-technical radio and television subjects published between January 1, 1949, and June 30, 1952. Mr. Paulu is vice president of the NAEB and manager of KUOM Minneapolis, U. of Minnesota station.

THE AMERICAN PUBLIC CHOOSES

ASCAP MUSIC

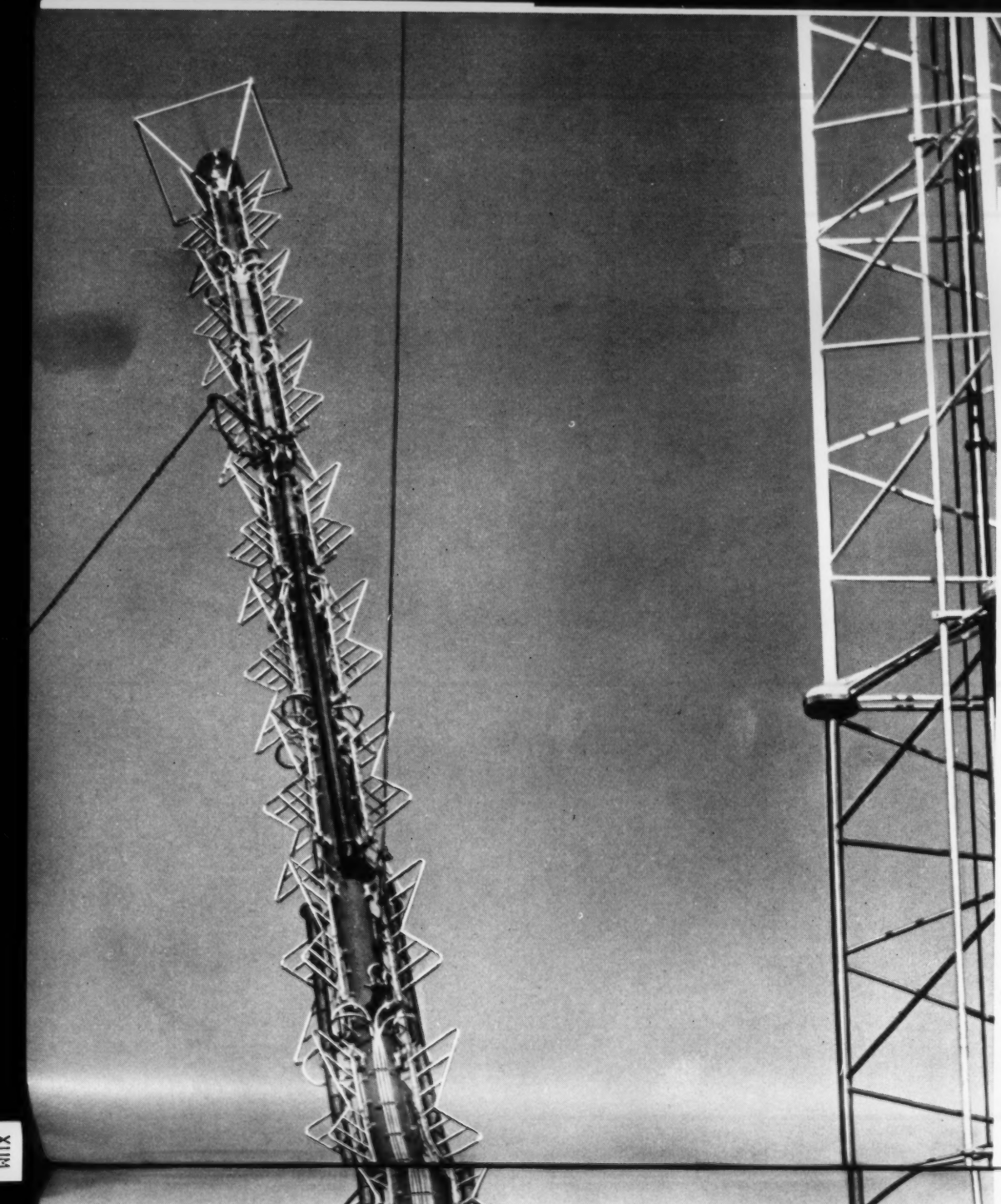
More than 50 million people are reported to have heard Mary Martin and Ethel Merman sing a cavalcade of American songs on the great "Ford 50th Anniversary Show." Critics and public alike agreed that this act was the high spot of the show. Their medley of songs, all written by ASCAP members, were rated as an all-time Hit Parade.

As a result of many requests, ASCAP now is offering complimentary a listing of hit tunes which America has sung and played throughout the past 35 years and which are available under an ASCAP license. It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.



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It delivers up to 316 kw ERP— with plenty of power leeway

RCA's 12-section, 50-kw Superturnstile, in combination with a high-power VHF transmitter, meets FCC maximum power limits—with plenty of gain to spare.

It has adjustable beam tilting

Optional with all RCA 12-section 50-kw Superturnstiles, this feature insures best possible coverage and maximum reinforcement of your vertical pattern. It's done simply by phase-shifting the power between upper and lower halves of antenna—using standard feedline.

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With RCA 12-section 50-kw Superturnstiles, you can virtually eliminate first null with practically no loss of gain. Result: Effective close-in coverage, and vertical field-pattern shaping for constant field.

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Advanced-type junction boxes, new feedlines, and a sectionalized line-connecting system, enable you to switch power from one part of the antenna to another. *An important feature for emergency operation!*

RCA 50-kw Superturnstiles to fit your need

from one part of the antenna to another. *An important feature for emergency operation!*

RCA 50-kw Superturnstiles to fit your need

Sections	Channel	Type No.
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12	4 to 6	TF-12AM
12	7 to 13	TF-12AH
6	2 and 3	TF-6AL
6	4 to 6	TF-6BM

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No VHF antenna operates right without close matching with the transmission line. RCA's Styroflex transmission line *matches* the impedance of Superturnstile sections, handles higher power, holds center conductor in position —even when line is coiled.

Complete VHF Antenna Accessories

RCA has all equipment for VHF 50-kw Superturnstile systems—transmission line fittings, towers, r-f loads and wattmeters, diplexers, etc. Everything is "system-matched" for maximum performance.

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This picture was taken during erection of an RCA TF-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 2 kw when KTBC-TV went on the air. Now it's 10 kw.

KTBC-TV can still increase power many times without a single change in its antenna system. Here's TV antenna planning—that insures the station for the future!

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT — CAMDEN, N.J.

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5,000 WATTS—850 K.C.
BASIC ABC NETWORK
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BY
H-R REPRESENTATIVES

The best
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OPEN MIKE

Also Bullish About B•T

EDITOR:

McCann-Erickson ought to pay display rates for the beautiful presentation of our story on radio ["Why McCann-Erickson Is Bullish About Radio," B•T, July 27] . . . I only hope that our enthusiasm as publicly expressed in your fine publication helps to stir up even more business for radio whose rumored demise has, in the words of Mark Twain, been grossly exaggerated.

Hendrik Booraem Jr.
Vice President
McCann-Erickson
New York

Feeding and Footage

EDITOR:

Are reprints available of the following two articles in your July 13 issue?

"The Care and Feeding of TV Film Unions."
"Stock Footage. How to Use It."

If so, we would like to have 20 copies of each . . .

Ken Pottle
Knox Reeves Advertising
Minneapolis

War or Peace

EDITOR:

Why plug the movies? In glancing over the article of July 20 by Mr. Willard E. Walbridge in your publication, I found myself a little nonplussed and a bit perturbed. O.K. I am on the opposite side of the fence. I am a plug man . . . I know that motion pictures are buying a good deal of time in Los Angeles on television. If a war were to start between motion pictures and television at the present time it would gain nothing but trouble and any thinking person knows this.

So movies got panicky and now movies see the light . . . Movies are better than ever and the truth is television has made them so. The first steps are being taken now in the cooperation of television and movies. If Mr. Walbridge's suggestions were really taken at their face value, this steady cooperation, which is just coming after five years, would be set back another five years . . .

The plug goes both ways. You know every time you see a TV screen in a motion picture set, it is a plug for TV . . . Movies are now preparing to open up their vaults and give the television industry the movies they have been asking for all of these five long years . . . If television decides to wage war on movies, then the movies, being proud, will have to retaliate by taking all revenue and cooperation from television . . .

Barry Leon Brussel
Publicity Creations
Los Angeles

Longest Marathon?

EDITOR:

I want to stake a claim on the world's record for a marathon. I noticed in the July 20 issue of B•T that WBRW Welch, W. Va., claims 85 hours as a world's record for a marathon.

I can more than double that. I often wondered why very little publicity, if any, got back to the States about this anyway. Up until the middle of March, this year, I was the station manager of Gypsy (that's the station's call name) of the American Forces Korea Network, serving the fighting forces in Korea.

Here's the background on the show. The network, nine stations in all, decided to run a marathon to collect money for the March of Dimes. This money was collected from the guys who were fighting and dying over there. For us at Gypsy, the marathon started at 6 a.m. Saturday, Jan. 17, 1953. We ran one continuous marathon until 10 p.m. Sunday, Jan. 25, 1953. With a little figuring, you can see that this was a total of 208 hours of nothing but records played for the price of donation to the March of Dimes. We at Gypsy collected a total of $14,880. . . .

Jim Graves
WRBL Columbus, Ga.

Through the Looking-Glass

EDITOR:

We read with interest the story about weather on video [B•T, July 20] and [KOTV (TV)] Tulsa's transparent map.

KFRO-TV, on the air since May 31, uses a plate-glass four square feet in area, and our weatherman does it the hard way. He writes backwards. We feel that our map has an advantage over Tulsa's backward scanned map: the weatherman may hold sponsors' printed signs—and the lettering is correct for the viewer.

We understand there are other transparent weather maps. Is this true?

Bon Spearman
Sales Promotion Manager
KFOR-AM-TV
Lincoln, Neb.

The Roanoke Story

EDITOR:

In my opinion you did an outstanding job of factual reporting on the Roanoke uhf-vhf situation [B•T, July 13].

I appreciate your complete understanding of our attitude and the fact that you made such a valued effort to get truly factual information.

James H. Moore
Exec. Vice Pres.
WSLS-AM-FM-TV
Roanoke, Va.

Yag's Bag

EDITOR:

Perhaps the "Rhombic Record" (OPEN MIKE, July 20) won't look so good compared to the record of my Yag's antenna. I've verified 25 stations and have seen over 40 . . .

William Moser
National Radio Club
Uniontown, Pa.

LET'S FIGHT...

Let's fight for markets; for sales; for product identification! Let's forget those years when a salesman's duties were to take orders, and to file his expense account before the Friday deadline . . . settle down to a struggle to win the public's acclaim — sales for your products. You'll need a competitive force to send those sales-graphs up these days. Aggressive, *independent* salesmen that have won through in the face of adversity before — hold their position on merit alone.

There's just such a force waiting for your, "Okay men, let's go to work!" . . . America's leading ***INDEPENDENT RADIO STATIONS!***

THESE ARE THE LEADING FIGHTERS IN THEIR MARKETS . . .

KLAN — Seattle, Washington
KFMJ — Tulsa, Oklahoma
WACE — Springfield, Mass.
KSON — San Diego, California
WCUE — Akron, Ohio
WIKY — Evansville, Indiana
WKDA — Nashville, Tennessee
KXL — Portland, Oregon
WMIN — St. Paul, Minnesota
KYA — San Francisco, California
KSTN — Stockton, California
WNEB — Worcester, Mass.
CKY — Winnipeg, Manitoba, Canada
KNUZ — Houston, Texas
KMYR — Denver, Colorado
WXLW — Indianapolis, Indiana
WKYW — Louisville, Kentucky
WBOK — New Orleans, La.
KITE — San Antonio, Texas
KREM — Spokane, Washington
WOLF — Syracuse, New York
KEAR — San Mateo, California
WAVZ — New Haven, Conn.
WDOK — Cleveland, Ohio
WCOP — Boston, Mass.
KCBC — Des Moines, Iowa
WJXN — Jackson, Mississippi
WMIL — Milwaukee, Wisconsin
KOWH — Omaha, Nebraska
KSTL — St. Louis, Missouri
CKNW — Vancouver, B. C., Canada
KBYE — Oklahoma City, Okla.
KWBB — Wichita, Kansas

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding *independent* station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS • AIMS

NOW SERVING OVER
217,900* TV HOMES
IN OKLAHOMA!

*June 1, 1953

WKY-TV
Channel 4
OKLAHOMA CITY

Affiliated with
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman
Oklahoma City Times
The Farmer-Stockman
WKY Radio
Represented by KATZ AGENCY, INC.

our respects

to WARD LOUIS QUAAL

WHEN the 1935 Northern Michigan oratorical contest for high school students was settled, the winner was a junior in the Ishpeming school, Ward Quaal. That competition convinced the school's drama and voice teacher his pupil should use his talent professionally. The pupil has just been elected vice president and assistant general manager of Crosley Broadcasting Corp.

Ward Quaal went to Marquette, 15 miles away, and got a job at WDMJ during his senior year. This satisfied his youthful yearning for voice experience and provided $17.50 a week toward a college education. He rose at 4:30 every morning to handle a milk route, attended classes all day and then drove the family car to Marquette where he announced until 11 p.m.—quite a schedule for a 17-year-old youth (he was born April 7, 1919).

Aided by an occasional transcribed half-hour show and some standby time, he managed to supplement his midnight-4:30 slumber period with studio catnaps. After graduation he continued his milk route and announcing until U. of Michigan classes started in September.

The first thing Freshman Quaal did at the university was land a job at WJR Detroit where he soon was handling a number of commercial and sustaining shows, moderating a youth forum and announcing sports. On the side he fed microphones at the old WJLB Detroit and WCAR Pontiac, still finding ample time to get his AB in radio-speech and economics with non-credit law courses for good measure, and to serve as a part-time instructor.

During Easter vacation in 1941 he auditioned with a dozen others for a job at WGN Chicago. He went to work June 9, getting a short leave to take part in commencement exercises June 23. At WGN he handled special events, sports and general announcing, all the while working slowly toward the business side.

In 1943 he received a call from Uncle Sam and reported to the Navy as an ensign assigned to Atlantic fleet communications. Before the end of the war he was in charge of a large Navy radio installation at Norfolk, Va.

During his war service he had courted Dorothy Jane Graham, an Ohio girl who had been chosen "Queen of Air Hostesses" flying into Washington. As soon as his tour at sea ended he married Miss Graham.

Back at WGN in 1945 he was named special assistant to Frank P. Schreiber, station manager, completing a long-planned transition to the business side of radio. Here he was deep in the special problems of clear-channel radio stations as well as the newer trials of TV as WGN added a visual operation in 1948. He built several new programs for clear-channel stations, took part in Clear Channel Broadcasting Service activities and helped build a strong WGN farm department. He took law courses at Northwestern U. at night.

When Victor A. Sholis left the directorship of CCBS in 1949 to manage the WHAS operations in Louisville, Mr. Quaal was the logical successor. Soon he was directing CCBS from Washington headquarters. In this role he was closely associated with the late Louis G. Caldwell, counsel for CCBS, and joined the ranks of industry admirers who knew and appreciated the genius of this radio pioneer. With Mr. Caldwell literally day and night—for a considerable period he lived in the Caldwell home, a gathering place for broadcasters—he acquired a general knowledge of administrative law.

At CCBS Mr. Quaal attended the 1949 NARBA sessions at Montreal and the 1950 sessions at Havana and Washington, acquiring close familiarity with international broadcasting. He expanded CCBS engineering and program service to member stations and covered the 1952 political conventions.

Following outbreak of the war he was appointed by President Truman to the President's Broadcast Advisory Council. He served as a member of the Citizens Committee on the Hoover Report assigned to the agricultural committee task force.

Just a year ago, when Dwight Martin left the Crosley radio organization to join the General Tire radio-TV interests, Mr. Quaal was named as his successor. Headquartering at Cincinnati, he has been active in direction of the entire group of Crosley radio, TV and international shortwave stations.

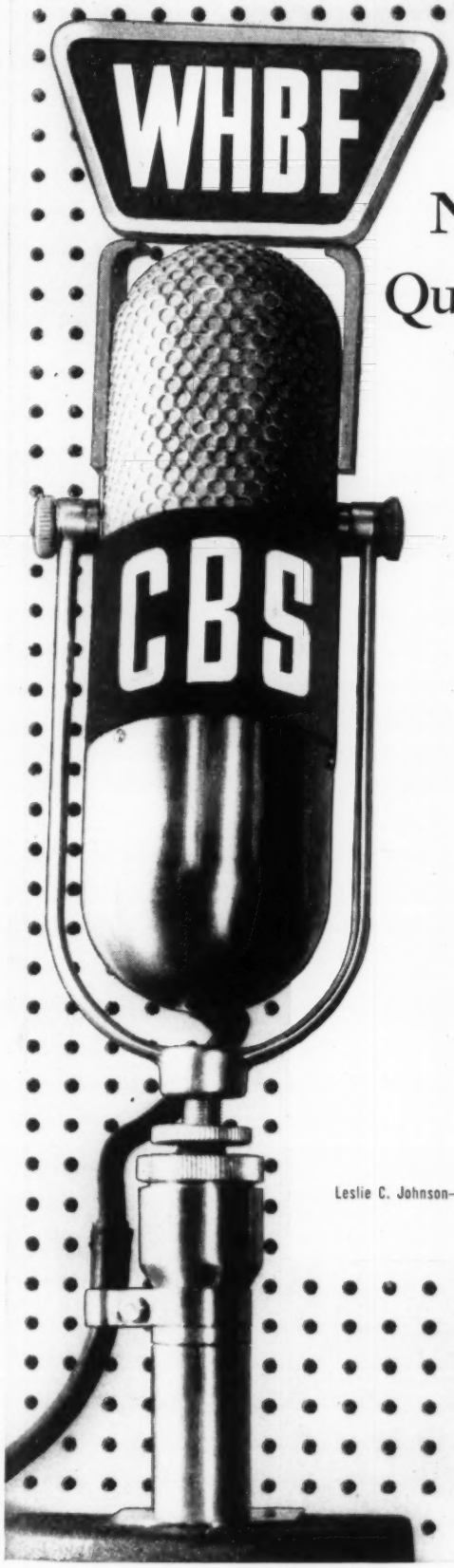
Promotion of Mr. Quaal to the post of vice president and assistant general manager of the Crosley group was announced July 15 by James D. Shouse, board chairman, and Robert E. Dunville, president [B•T, July 20].

In his year at Cincinnati Mr. Quaal has become active in community affairs, including University Club, Cincinnati Executives Assn., Cincinnati Country Club and Cuvier Press Club.

The Quaals have a 5-year-old boy, Graham. At his suburban home he finds an outlet for two hobbies, landscape gardening and photography.

A firm believer in radio, Mr. Quaal believes the medium's impact on rural and smalltown America has never been greater. He summarizes his views this way:

"Advertisers realize now that they can get more out of their dollars through radio than through any other medium. When the radio industry truly appreciates its greatness and begins to scrap the false rating formulas which precipitated the downfall of network radio and hurt all broadcasters, we will be on a much stronger footing for the future.



Now the Strongest Quad-City Radio Team WHBF and CBS

On July 1st, WHBF, the Quad-Cities' *favorite*, joined CBS the nation's *favorite* in a radio affiliation which augurs well for radio listeners in the Quad-City metropolitan area of a quarter million people.

Thus WHBF radio (5 KW full time on 1270 kc) now 28 years old in the service of the Quad-Cities, *marches on* in its steady growth . . . and *strengthens* its position to provide this area with the finest in radio programming and service.

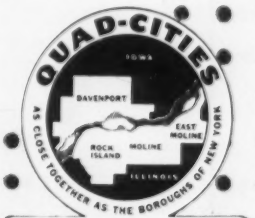
WHBF began operations in 1925 as a 100-watter. Present ownership took over in 1932. The station then had a staff of six people. Today, WHBF serves this area with AM and FM radio plus television on Channel 4. With a staff of 75 people the station is located in its own building . . . enjoys a *fine reputation* as a community service institution . . . and is one of the Quad-Cities *respected* business organizations. This reputation extends into the industry field as well.

Advertisers, local and national, know WHBF as a stable operation with *sound*, *honest* and *constructive* policies—reflecting the good business philosophy of its affiliate, the 102-year-old Rock Island Argus.

So today, *more than ever*, WHBF radio is a necessary 'must' on the list of many aggressive advertisers who sell *profitably* to the 242,200 people of the Quad-Cities . . . and to the additional thousands in the trading area adjacent to this *important* midwest market.

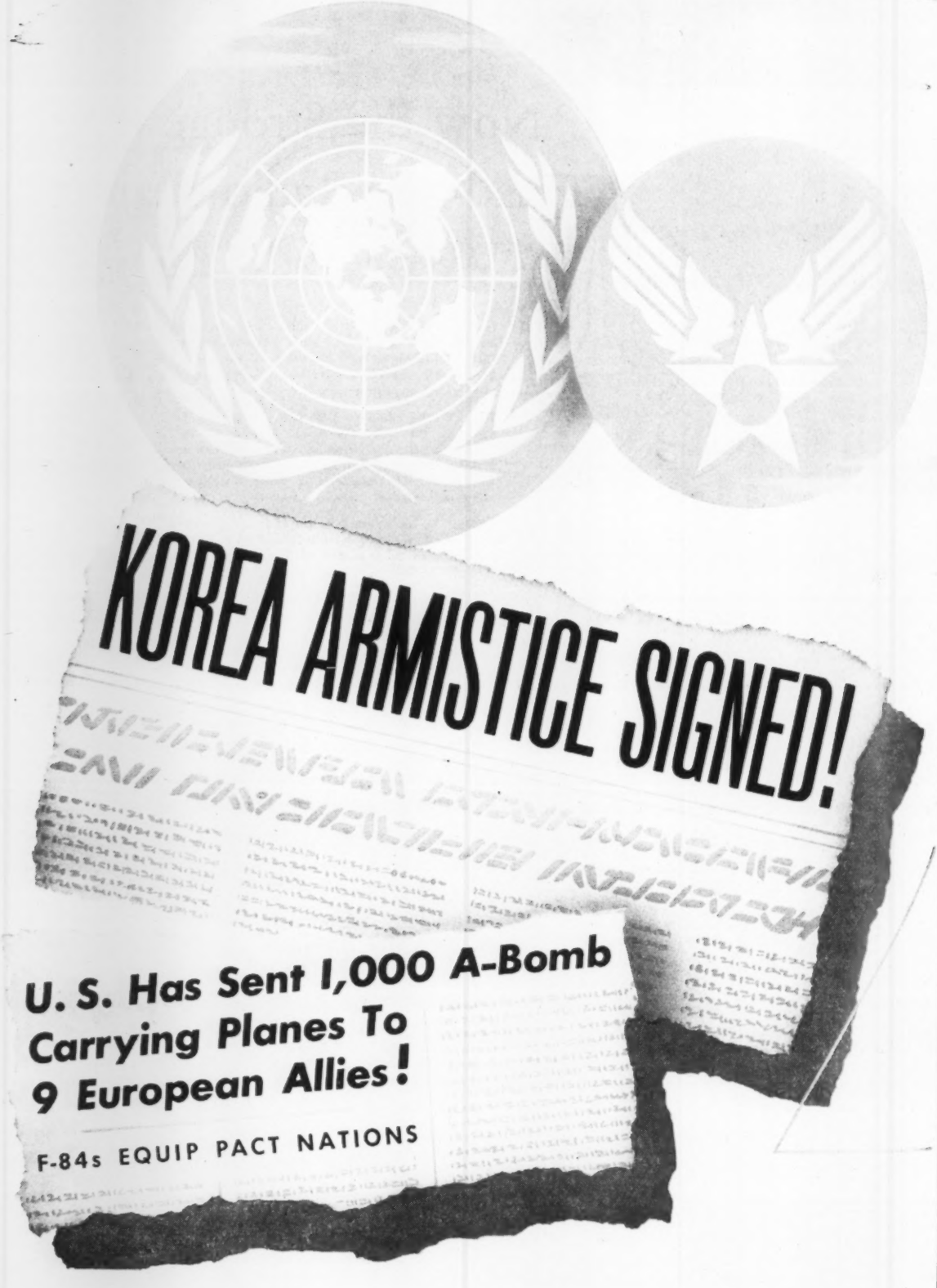
Avery-Knodel, Representatives

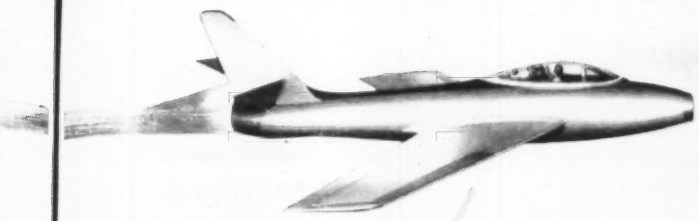
Leslie C. Johnson—V.P. and Gen. Mgr.—Telco Bldg., Rock Island, Ill.



242,000 PEOPLE

AND SO, Tomorrow





An armistice has been signed in Korea for which we are all duly grateful . . . let's hope this becomes an augury of permanent peace.

Many differences in editorial opinion have been expressed about what has been a grim guerilla action, but regardless of divergent views, out of the war itself one phase emerges sharp and clear . . . it is that despite the limitations placed upon air power in Korea it was proved again that air supremacy and its importance to the cause of freedom are inestimable.

Of our various fighting planes as such, it may be simply acknowledged that our aircraft industry as a whole has produced aircraft to the various needs of combat which have well and effectively done the job for which they were designed.

On the job itself, the men who commanded the Air Force and the pilots who flew the Republic F-84 Thunderjet have told us that the F-84 in fact and deed, firmly established its right to the name by which it became affectionately known—the workhorse of the air.

The fighter-bomber's role as an interdictor did as much as any other single weapon to keep the Chinese hordes off the back of our ground troops. No single vehicle of defense played a more effective part in throttling enemy supply lines at the source. The Thunderjet slugged it out at hilltop level, completed its manifold missions and brought its pilots home, though often incredibly mauled itself. General Curtis E. LeMay, Commanding General of the Strategic Air Command, comments that "without the F-84 the history of our effort in Korea might have been different."

This belief is further stressed by Lt. General Frank F. Everest, a former Commander of the 5th Air Force, who affirms the tactical value of Republic Thunderjets with the simple exposition that "the F-84 which comprised 40% of the fighter-bomber strength in Korea, was responsible for 60% of the damage inflicted on the enemy."

No amplification is needed beyond the authenticated box score compiled from official statistics of the United States Air Force.

BOX SCORE (Destroyed and Damaged)*

200,807 BUILDINGS	4,846 GUN POSITIONS
2,317 VEHICLES	167 TANKS
10,673 RAIL CUTS	259 LOCOMOTIVES
3,996 RAIL CARS	588 BRIDGES

221,798 FLIGHT HOURS

* Official Statistics, U. S. Air Force, as of June 1, 1953

And so what lies ahead? Out of Korea we have again learned the lesson that air power is peace power and the airplane has again demonstrated that air supremacy is a vital factor in the economy of those who would remain free.

Presently more than four thousand F-84 Thunderjets have been delivered and are in operation with our U. S. Air Force squadrons abroad and at home . . . more than a thousand of them in the squadrons of our allies in nine countries of the North Atlantic Treaty Organization.

The newest member in this dynasty of rugged fighter fame . . . the new **F-84F THUNDERSTREAK** . . . is now coming off the line and will be delivered to these allied forces in increasing numbers. The Thunderstreak's longer range, greater fire power and faster speeds will offer added assistance in the preservation of peace the world around.

REPUBLIC AVIATION

FARMINGDALE, LONG ISLAND, N. Y.

Makers of the Mighty Thunderbolt · Thunderjet · Thunderstreak · XF-91

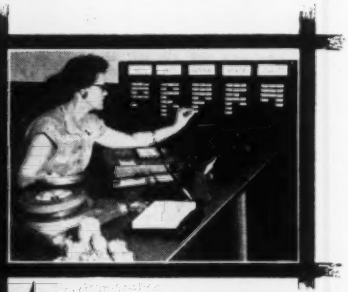
wbns-tv launches all-out promotion campaign for Central Ohio's only 1st RUN FILM THEATRE...

Full station and media support back up the hard-hitting promotion on WBNS-TV's now bigger and better *Armchair Theatre*.

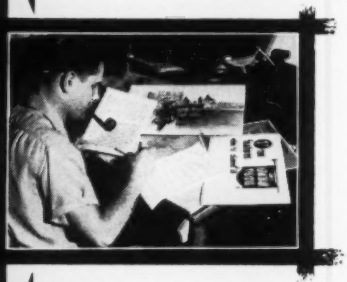
This is your opportunity to reach a new and larger audience of potential buyers with spots on Armchair Theatre where commercials are integrated within 1st run film showings, Monday through Friday at 11:00 and Sunday at 10:30. These top-feature films with stars galore guarantee Armchair Theatre continued top ratings.

1st RUN FEATURES SUPPORTED BY FULL PROMOTION AND **WBNS-TV** SERVICE FACILITIES INCLUDING:

Procurement of library of over 300 1st run features from the country's outstanding film companies.



Carefully screened by WBNS-TV experts.



Backed up by complete station and media support.

Introduced by tailor-made film opening made at WBNS-TV. The same production facilities are at your disposal for your Spot commercials.

and hosted by Bill Nuzum who integrates your commercial message within these 1st run films.

Central Ohio's Most Honored Station
Nation's No. 1 Test Market

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK ● Affiliated with Columbus Dispatch and WBNS-AM ● General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

Virgil Reiter Jr.

on all accounts

"RADIO is still the No. 1 medium on a cost-per-thousand basis and anyone who has a stake in radio and is willing to be realistic about it, while adjusting himself to changing conditions, will be in business as long as he wants."

The spokesman was Virgil Reiter Jr., MBS midwest sales manager for the past year and a half.

Mr. Reiter came to the radio industry when station representatives were a figment of the medium's imagination—so far back, in fact, that at least one firm was known as a brokerage organization. That would be Scott Howe Bowen, which sold programs and time along about 1931.

Today, Mr. Reiter rides herd on MBS' midwest sales branch, which turns out a substantial volume of business for the affiliates it serves.

A native of Hammond, Ind., where he was born on Oct. 24, 1900, young Virgil attended Hammond High School, and served with the *Hammond Times* as a reporter on his vacation. He spent a year at Northwestern Military & Naval Academy and attended the U. of Michigan from 1920-24 where he majored in journalism.

In 1925 Mr. Reiter joined Buick Motor Co., Flint, Mich., in public relations. He then handled publicity copy and advertising for Nash Motors at Green, Fulton & Cunningham Inc. agency.

Mr. Reiter entered radio in 1931 with Scott Howe Bowen, working in the Detroit and Chicago offices. He then formed a small company that represented WLW Cincinnati, WCAU Philadelphia and other stations. He moved to New York in 1937 as vice president in charge of sales for Trans-American Broadcasting & Television Corp., returning to Chicago in the late thirties to re-establish the representative firm.

In April, 1950, Mr. Reiter joined MBS' Central Div. as an account executive. Since then he has been responsible for bringing in such clients as Kellogg Co., Deepfreeze Appliance (Div. of General Motors), Murine Co., Lanolin Plus and numerous others.

Mr. Reiter probably sold one of the first transcription series ever made, *Chevrolet Chronicles*, in 1932. It was carried on about 200 stations over the country.

One of Mr. Reiter's hobbies is water. He is president of the board of trustees of the water department of Hammond, which recently launched a $2.5 million expansion program. He likes to fish in northern Wisconsin and plays golf at Woodward Country Club.

Mr. Reiter married the former Elizabeth Brace. They have one daughter, Sarah, 18. He is a member of Beta Theta Phi.

Things look good on WCBS-TV

Look at the air lines. (Pan American World Airways, for one—now in its second year on Channel 2.)

Only on TV, of all media, can you put your prospect in the passenger's seat . . . show him with an actual flight the luxury, convenience and low cost of going by air . . . bring to life vacationlands only hours away.

And only on WCBS-TV will you find the highest average rating, day and night all week long, in the nation's biggest television market . . . the most quarter-hour wins . . . the biggest unduplicated audience.

Your product looks good—your business *is* good—when you are on the station most New Yorkers watch most of the time . . .

WCBS-TV *New York. CBS Owned. Represented by CBS Television Spot Sales*

Source: ARB, July 1953

40 Million Bushels of Wheat going to Market in

Paul Bunyan Land!

Experts estimate that—this fall—at least 40 million bushels of hard Spring Wheat will bulge the elevators and terminal storage facilities of Paul Bunyan Land. That's millions in cash and plenty of feed for the poultry and livestock! Marketing *your* product to this rich, responsive farm and city populace is made so much easier and economical by WCCO! In the 109 counties of Paul Bunyan land—82 hear WCCO radio more than any other station: and in the 59 counties around the metropolitan centers WCCO-TV can deliver a picture message to 52 percent of the 750,000 homes.

WCCO *is* the one-station buy in a land of giant earnings!

MINNEAPOLIS • ST. PAUL

WCCO

CBS

RADIO—50,000 Watts—830 K.C.
TELEVISION—100,000 Watts—Ch. 4

BROADCASTING TELECASTING

August 10, 1953 Vol. 45, No. 6

'WE NEED SUSCRIPTION TV,' FOUR UHF GRANTEES TELL FCC

The quartet, all in markets with heavy vhf coverage, petitions the Commission for early action on the pay-see idea. They cite chapter and verse to show that without some sort of revenue-getting service uhf will be in dire straits. The four: WDHN (TV) New Brunswick, WIP-TV Philadelphia, WELI-TV New Haven, and Stamford-Norwalk TV Corp.

CALL for authorization of subscription-television—as the only means of putting uhf TV on a sound economic basis—was sounded last week by a group of four uhf grantees.

The group, all under the guns of either New York's seven or Philadelphia's three vhf stations, implied that unless some means of revenue (such as box-office television) was available to them they would have to give up their construction permits.

Filing a formal petition for early FCC action on subscription TV were:

WDHN (TV) New Brunswick, N. J. (*New Brunswick Home News*), which received an FCC grant for Ch. 47 last April 2; WIP-TV Philadelphia, which received a Ch. 29 grant in November 1952; WELI-TV New Haven, Conn., which was issued a CP for Ch. 59 last June 24, and Stamford-Norwalk Television Corp., Stamford, Conn. (comprising local residents), which got a Ch. 27 grant last May 27.

None of these stations is yet on the air.

Emphasized in the 14-page petition is the thought that pay-as-you-look TV would be supplemental to regular telecasting, not a service replacing free-TV. Stressed is the low rate of vhf conversions to uhf by set owners, and the uncertainty of network affiliations for uhf stations in markets "covered" by nearby vhf stations.

Subscription Bill

The petition was filed within a month following a bill (HR 6431) by Rep. Carl Hinshaw (R-Calif.) which would amend the Communications Act to define subscription television and theatre TV as common carrier operations [B•T, Aug. 3, July 27].

A petition by Zenith Radio Corp. asking that subscription TV be authorized as a commercial service has been pending before the FCC since early 1952. Zenith took up the cudgels for a home TV box office beginning in 1947 and has advocated its Phonevision system continuously since then. Also in the field with pay-TV systems are Skiatron Electronics & Television Corp. and International Telemeter Corp. The latter is 50% owned by Paramount Pictures Inc.

All the systems operate on the principle of a distorted signal being broadcast to all home receivers. When a viewer wishes to see the program, he must pay a fee so that a rectifying signal will clear up the scrambled picture on his kinescope. It is in the means of paying, and of sending the missing piece of the video signal, that the three so-far publicized systems differ.

Zenith originally contemplated using the telephone for ordering, transmitting the key signal element and for billing, but now has declared that its Phonevision system can use various means to accomplish the same result. Skiatron, which calls its system Subscriber-Vision, contemplates using a coded card similar to those used in IBM machines. Telemeter envisions the use of a coin box attached to each receiver to collect the fee and to unscramble the television picture. [For a report on subscription television, see *Will A Box-Office Be Added to TV?*, B•T, Aug. 3.]

Surveys Cited

In last week's petition, the four uhf stations referred to the activities of Zenith, Skiatron and Telemeter. They also called attention to the results of surveys made by these advocates, as well as by Woodbury College and Purdue U., which indicate a public acceptance for subscription television. Surveys by both colleges reportedly were underwritten by Zenith. As further evidence of the potential for pay-TV, the uhf stations attached a statement by Walter O'Malley, president of the Brooklyn Dodgers; Branch Rickey, vice president and general manager of the Pittsburgh Pirates; the 1952 TV Committee report of the National Collegiate Athletic Assn., and from other groups.

As a measure of the hard row which they alleged all uhf stations must face, the petition cited the surveys on uhf conversion in markets with vhf receivers made by the American Research Bureau. These show that where a number of "good" vhf signals are received, the public's conversion to uhf in order to receive a local uhf station generally is low [B•T, July 13].

How the petitioners feel about their economic future was exemplified in these words:

> Petitioners feel that action in this matter should be taken by the Commission at an early date. They are all grantees of construction permits for UHF commercial television broadcast stations, each of whom is of the opinion that an extremely serious economic problem faces many existing and prospective UHF broadcasters in areas currently receiving television service from VHF stations, which seriously threatens the future developemnt of the UHF band in the television broadcast service. This problem is not only a matter of concern to petitioners as individual prospective UHF broadcasters, but should be of grave concern to the Commission since it raises a substantial question as to whether a fully competitive nationwide television system utilizing the UHF spectrum, as envisaged by the Commission in its Final Television Allocations Report, can be achieved in the absence of a satisfactory solution to the problem. Petitioners believe, for reasons outlined below, after very careful study of the problem, that the only solution thereto lies in the new sources of programs and revenues which would be available through Subscription Television.

Calling attention to the fact that as of July 1 all but five of the 41 operating uhf stations were within reception range of a vhf station, the petitioners continued:

> Thus, since a large majority of UHF channel assignments have been made to cities and communities surrounding principal metropolitan areas now served by VHF stations, existing and prospective operators of UHF stations are confronted with an extremely difficult problem of stimulating conversion by the public of VHF receivers for UHF reception. The problem is most acute, and the surveys clearly bear this out, where network television service is available via VHF. In these cases, conversion to UHF is almost negligible. The situation is aggravated by the fact that network television service is available to television set owners in almost all major metropolitan areas precluding in many cases the possibility of a UHF television station in such areas obtaining a network affiliation. Outside the metropolitan areas, because of the high power currently available to VHF station operators in the metropolitan areas, and the resulting extended coverage of such stations, many UHF stations in the fringe areas also find it impossible to obtain network affiliations.

Referring to what they claim is the reluctance of television receiver owners to pay $50 to $75 for conversion in most areas serviced by vhf, the four uhf grantees further added:

> Thus, it is clear that UHF broadcasters in areas served by VHF stations are at a substantial competitive disadvantage, which threatens to relegate UHF broadcasting to areas where no other television service is available. This clearly is not consistent with the objectives of the Commission in the Sixth Report and Order to provide for a nationwide competitive television service.

In stressing the uncertainties prevailing re-

What They Found

LAST May, the *New Brunswick Home News* had Advertest Research Corp. do a survey in its market to determine how many of the vhf set owners there would convert to uhf when the newspaper-owned WDHN (TV) went on the air on Ch. 47. The results from interviews with 211 TV families:

- Would convert—22.3%.
- Would not convert—38.4%.
- Undecided—39.3%.

When informed of the possibilities of subscription TV, this is how the families reacted:

- Would convert—28.9%.
- Would not convert—29.9%.
- Undecided—41.2%.

Popularity of paid-TV programs ranked in this manner, with average prices interviewees said they would be willing to pay: Stage shows, $1.38; Radio City-type stage shows, $1.26; first run movies, $.86; football games, $1.25; opera, $1.77.

garding uhf's future, the petitioners listed the recent CPs relinquished by uhf stations WROV-TV Roanoke, Va., Ch. 27; WWOD-TV Lynchburg, Va., Ch. 16; WHHH-TV Warren, Ohio, Ch. 67, and KTVW (TV) Wichita Falls, Tex., Ch. 22.

Not mentioned were four previously turned-in uhf grants—by KRIO-TV McAllen, Tex., Ch. 20; KCTV (TV) Austin, Tex., Ch. 18; KTVA (TV) Austin, Tex., Ch. 24, and Jacob A. Newborn Jr., Gadsden, Ala., Ch. 27. [For a report on the WROV-TV situation, see *What Happened in Roanoke*, B•T, July 13.]

Of the total of 10 CPs which have been returned to the FCC since the Commission began issuing post-freeze grants, only two have involved vhf frequencies. These were KGKL-TV San Angelo, Tex., Ch. 3, and Permian Basin Television Co., Midland, Tex., Ch. 2.

In a reference to the ARB reports on uhf conversion which show that where uhf stations offer "high quality programming" the rate of conversions to uhf are high, the petitioners claimed that they are "confident that this needed programming and revenues could be achieved through the medium of Subscription or "pay-as-you-see Television."

Anticipating objections that fee-TV is against the "American concept of broadcasting," the uhf stations stated that they did not believe that this would constitute a drastic revision of American broadcasting. Pay-TV is considered an "adjunct" of regular telecasting, they pointed out. They also said that they would advocate a "limited or regulated" amount of subscription telecasting by any one station in any one community "to preserve a balance between 'free' television and pay-TV. Subscription TV would be available to all stations.

Sufficient revenues would be obtained from subscription TV, the petitioners stated, to permit a greater degree of cooperation between television stations and educational institutions resulting in more educational programming. They also said it would bring to the public programs "not ordinarily readily available"—such as first-run movies legitimate stage shows, opera, concerts, sporting events, etc.

No specific system was advocated by the four uhf stations; that would be left to the FCC to determine.

Fear FM Fate

Implied in the petition is the uhf grantees' fear that uhf may turn out to be another FM blind alley. Many FM stations have failed because of the public's apathy to the post-war aural broadcast service.

Of those FM stations which have been able to keep their heads above water, many used various "specialized" broadcasting services to stay out of the red. For some time, the FCC carried on an investigation of these types of broadcasting, looking toward a general hearing on the propriety of such transmissions. This was dropped when the Commission decided that these services were not too widespread, and in many cases were the only means whereby FM stations remained on the air.

Sparking the organization of the four uhf stations was Hugh Boyd of the *New Brunswick Home News*, which at one time operated an FM station. Also identified with the group is Will Baltin, former executive director of Television Broadcasters Assn. and sales executive of Columbia Pictures' Screen Gems Inc., who is TV consultant to the *Home News*. The petition was filed with the FCC by Washington counsel Welch, Mott & Morgan, for WDHN; Dow, Lohnes & Albertson, for WELI-TV New Haven and WIP-TV Philadelphia, and Brown, Lund & Fitzgerald, for Stamford-Norwalk Television Corp.

19 ADVERTISERS FIGURE IN BURST OF ACTIVITY

Extraordinarily heavy fall activity marks week, with business divided equally between network and spots. S.O.S. Co. is expected to sign with new NBC-TV lineup of daytime shows.

AT LEAST 19 national advertisers figured in a wave of extraordinarily heavy fall activity last week, with the business action divided almost equally between network and spots and with three of the sponsors switching agency affiliations.

Included in the week's surge of business was the expected signing by S.O.S. Co., Chicago, for the first purchase of time on the new NBC-TV lineup of daytime shows.

Other advertisers in network negotiations were American Tobacco Co., Sherwin-Williams Paint Co., American Cigar & Cigarette Co., Spiedel Co., Anheuser-Busch, Pontiac Cars, Seeman Brothers, Gemex Watch Bands, and Saran Wrapping Co. Sponsors engaged in spot projects included Fanny Farmer Candy, Norwich Co. (Pepto-Bismol), Vick Chemical, Betty Crocker Cake Mix, Ocean Spray Cranberry, and Crosley TV sets. Three advertisers who changed agencies were Howard Clothes, Joe Lowe Corp. and Nolde Nylon Hosiery.

With its anticipated twice-a-week sponsorship of *Hawkins Falls* on NBC-TV, the S.O.S. Co., Chicago, through McCann-Erickson, San Francisco, will be the first advertiser to contract for the bracket of four daytime shows recently inaugurated by the network. Other sponsors are expected to follow shortly, however.

American Tobacco Co. (Lucky Strike cigarettes) and Spiedel Co. (watchbands), will alternate sponsorship of the *Danny Thomas Show*, Tuesdays 9-9:30 p.m. on ABC-TV. BBDO, New York, and SSC&B, New York, are agencies.

American Cigar & Cigarette Co. (Pall Mall cigarettes) and Sherwin-Williams Co., (paints) are expected to alternate sponsorship of the *Ray Bolger Show* Tuesdays, 8:30-9 p.m. on ABC-TV. SSC&B, New York, and Fuller & Smith & Ross, New York, are the agencies.

Anheuser-Busch, Inc., St. Louis, effective Sept. 14 will sponsor *Sports Today With Bill Stern*, a quarter-hour strip, Monday though Friday, 6:30-6:45 p.m. on ABC radio.

The contract for 52 non-cancellable weeks, was negotiated with D'Arcy Agency, St. Louis. The venture marks the first network radio advertising ever undertaken by the company which will promote its Budweiser beer on the program. Mr. Stern, it was understood, received a waiver from his talent contract with NBC to air the program on ABC.

Seeman Brothers (Airwick, Nylast), New York, will sponsor *I'll Buy That* effective Sept. 29, Tuesdays and Thursdays, 2-2:15 p.m. on CBS-TV. William Weintraub Co., New York, is the agency.

Pontiac cars, Detroit, through McManus, John & Adams, New York, has signed a firm contract for a quarter-hour sports program entitled *Pontiac Scoreboard* following the NCAA games, Saturdays, on NBC-TV. The program will be seen on about 60 stations with Russ Hodges and Dick Kazmaier as commentators. In addition the automobile has bought *Garroway at Large* and currently is negotiating with NBC-TV for a time segment. The Monday 9-9:30 p.m. time opposite *I Love Lucy* was offered to Pontiac, but the agency, it was learned, considered the time unsatisfactory.

A TOAST at opening of Dr. Pepper Co.'s new bottling plant is offered by guests Nicholas Pagliara, national sales manager, WIL St. Louis, and Mrs. Pagliara. Joining them are Robert Rautenberg (l), plant manager, and Robert Conybearer, Dr. Pepper assistant general sales manager.

Gemex Co. (watch bands), Union City N. J., through BBDO, New York, has signed as alternate sponsor for the *George Jessel Show* with B&B Pens, starting Sept. 6, Sunday 6.30-7 p.m. on ABC-TV.

Saran Wrapping Co., through McManus, John & Adams, New York, currently is buying a local television show in Chicago and is looking to the fall to expand into a daytime television network show.

Fanny Farmer Shops (candy) through Wyatt & Schuebel, New York, television and radio consultant for Charles L. Rumrill Agency, Rochester, is preparing a radio-television campaign in 17 major cities to start late fall. The schedule will embrace markets in which the firm's shops are located.

Schick Electric Shavers will replace its *Crime Syndicate* program on CBS-TV, Tuesday, 9-9:30 p.m. with *This Is Show Business*, the program formerly sponsored by American Tobacco Co. In addition to that network program Schick will continue to sponsor for the

second successive year, the *Jackie Gleason Show* also on CBS-TV, Saturdays. The program will resume on Sept. 19. The Kudner Agency, New York, is the agency.

Norwich Pharmacal Co. (Pepto Bismul), Norwich, N. Y., is preparing a 26-week radio spot announcement campaign to start at the end of September in 60 markets plus the Keystone Network. Benton & Bowles, N. Y., is the agency.

Vick Chemical Co., New York, through BBDO, New York, will place a television spot announcement campaign in major markets for 20 to 26 weeks starting in September for its Vaporub and Vatronal.

Betty Crocker Cake Mix, starting late August, will complement its network sponsorship with a ten second station identification schedule in 20 markets. Contract for 52 weeks is being placed by BBDO, New York.

Crosley Campaign

Crosley television sets through BBDO, New York, is using 75 radio markets for a spot campaign starting early in September.

Ocean Spray Cranberry Sauce is preparing a radio and television campaign starting in early fall in a number of markets for 52 weeks. BBDO, New York, is the agency.

Howard Clothes, New York, manufacturer and retailer of men's and boys' clothes, named Peck Adv., New York, to handle its radio and television campaign. A radio spot campaign is in preparation to start this fall in major eastern cities. Dowd, Redfield & Johnstone, New York, had handled the firm for the past year. Prior to that Peck Adv. has serviced the account.

Joe Lowe Corp., New York, maker of Popsicles, a stick confection, and Frozen Waffles, has appointed Paris & Peart Adv., New York, to handle its advertising. The company usually uses an eight-week summer saturation spot announcement campaign. Blaine-Thompson, New York, had been the agency for the past six years.

Nolde Westminster Ltd., makers of Nolde Nylons and Westminster Hosiery, has appointed Joseph Katz Co., New York and Baltimore, to handle its advertising.

American Dairy Assn. Plans Network Radio, TV

AMERICAN Dairy Assn., which annually spends more than $1 million in the printed media, last week was reported about to take its first major plunge into network radio and television.

Working through its agency, Campbell-Mithun Inc., Chicago, ADA was understood to have completed arrangements to sponsor Bob Crosby's upcoming TV show on CBS-TV beginning this fall.

Meanwhile, discussions were underway late last week for ADA's purchase of Bob Hope's Wednesday NBC radio segment, which this past season has been sponsored by General Foods.

The association, which comprises about four million members, is said to be concerned about a drop in purchase of dairy products and feels a consumer selling job is strongly indicated.

General Mills' Sales High

GENERAL MILLS Inc., Minneapolis, reported an all-time high for sales of $483,067,000 and net earnings of $11,468,171 for the year ending May 31. Figures were revealed in the 25th annual report of the firm, one of network radio's top 10 advertisers.

SHAWNEE Milling Co. has signed to carry *Shawnee Serenaders* for five quarter-hours weekly on WKY Oklahoma City. Talking strategy are (2d and 3d from l) Victor L. Jorns, Shawnee Co. sales manager, and Norman Hall, Erwin, Wasey & Co., agency on account, and Serenaders Kenny and Lucille Driver (l) and Louise and Harold Daniels (r).

Burnett Co., 18 Years Old, Reviews Growth in Ad

MARKING its 18th anniversary, Leo Burnett Co., Chicago, last Wednesday took a full-page ad in the *Chicago Tribune* to review its growth and report that "something rather dramatic has been happening in Chicago advertising."

The ad, titled "Never Look Back (Something Might Be Gaining on You)," took the occasion "to break this rule . . . just once." It claims that at Leo Burnett and other agencies there is a "forward surge that makes Chicago advertising a force to be reckoned with . . . a vital, broad-shouldered, imaginative force. . . ."

The agency noted its growth from an eight-man shop in 1935 to a 460-man office in 1953 and its avowed purpose to add "a new dimension in advertising."

Nineteen employes were initiated into the agency's five year club at a luncheon last Wednesday. The club numbers some 100 employes of Leo Burnett. The luncheon was held in connection with the 18th anniversary celebration.

'Minute Maid' Upheld

RIGHTS of the Minute Maid Corp., New York, to its registered trade mark, "Minute Maid," was upheld by Judge John W. Holland of the U. S. District Court for the Southern District of Florida, Miami, Ted Bates & Co., agency for Minute Maid, reported last week. He found use of the name "Minute Maid," for frozen meat products distributed by Pure Foods Inc., Miami, violates rights of the Minute Maid Corp.

Admiral Sponsors Gridcast

ADMIRAL CORP., Chicago, will sponsor for second straight year the 20th annual football game between the all-star college team and the Detroit Lions, champion professional team, in Chicago, over Mutual this Friday, starting at 9:30 p.m., EDT. Agency is Erwin, Wasey & Co., N. Y.

TIDE WATER OIL SETS GRID SLATE

TIDE WATER Associated Oil Co., Western Division, last week revealed its plans for broadcasts of 20 top intersectional football games on the ABC and Mutual-Don Lee Broadcasting System regional networks and presentation of half-hour weekly film showings of *1953 Pacific Coast Conference Highlights* on seven television stations.

Harold R. Deal, Tide Water advertising and sales promotion manager, who made the announcement, said the present Tide Water sportcast plan calls for a total of 70 broadcasts. His firm this year begins its 28th straight year of presenting major college athletic events on the West Coast, he said.

Mr. Deal

Mr. Deal, who supervises all Tide Water broadcast and telecast activities in the West, also said he would select a number of independent radio outlets to carry the games, in addition to the networks. Anticipated coverage for the *Flying A Sportcasts* include Washington, Oregon, Idaho and California, plus Arizona, the Rocky Mountain area and Alaska and Hawaii.

Sportsvision Inc., film producer, will film 30-minute highlights from top Pacific Coast Conference games weekly for 13 weeks starting Sept. 13 and ending Dec. 10. Stations named to show the film series are KGO-TV San Francisco, KHJ-TV Los Angeles, KFMB-TV San Diego, KING-TV Seattle, KHQ-TV Spokane, KPTV (TV) Portland and KGMB-TV Honolulu.

The college football broadcasts will be heard on Friday evenings and Saturday afternoons and evenings. The broadcasts begin Sept. 18 and end Nov. 28.

Mr. Deal said Tide Water, following its policy for a minimum of commercials, will use only five and a half minutes of commercial continuity for each game.

Along with its slogan, "On the highway, on the air, play ball with Associated." Tide Water in extensive tie-in promotion will distribute "more than a half-million copies" of West Coast college football schedules and 200,000 TV schedule cards, put posters in service station windows advertising broadcasts, distribute book matches, have the firm's sportcasters filling speaking engagements, use direct mail advertising and furnish public address and timing equipment in "many major western stadiums."

AMOCO Signs for RRN Games

AMERICAN OIL Co. has signed the 13-station Rural Network in New York State for broadcasts of the 13 Washington Redskins professional football games this fall, H. S. Brown, RRN sales manager, disclosed last Wednesday. He reported that the Sunday afternoon series would start Sept. 13, and is a repeat of the series aired by AMOCO over RRN last year. Agency for AMOCO is the Joseph Katz Co., Baltimore. Avery-Knodel Inc. represents RRN.

Gardner to Absorb Brown; Radio Productions Continues

BROWN BROTHERS Advertising Co., St. Louis, will be absorbed by the Gardner Advertising Co., New York and St. Louis, while Brown Radio Productions Inc. will remain in business, Elmer G. Marshutz, Gardner president, announced last Wednesday.

Mr. Marshutz said S. W. Brown Jr., president of the firm which has been placing radio advertising for the Ralston Purina Co.'s livestock and poultry chows, will join Gardner as radio-TV account executive on the Purina Chows account. It is expected that the transfer of radio-TV billings to Gardner will be made Oct. 1, Mr. Marshultz predicted.

Brown Radio Productions will remain in business as radio-TV program package producers. Charles H. Brown is president.

Pennsylvania Turnpike Buys Time on WCMB

THE Pennsylvania Turnpike Commission has purchased radio time on WCMB Harrisburg, Pa., to broadcast safety announcements and road condition bulletins to users of the Turnpike.

The contract provides for five announcements daily for 52 weeks. WCMB, which broadcasts continuously, is said to cover most of the Turnpike's 327 miles during the early morning hours when other stations are off the air. Turnpike Commission Chairman Thomas J. Evans describes the idea as "an indispensable factor to driver safety," of "tremendous aid" to patrons of the highway system.

Pillsbury Earnings Rise 30%

PILLSBURY MILLS Inc., Minneapolis enjoyed a 30% increase in earnings, increased sales and better earnings per share, even with additional shares issued during the year, according to the company's 84th annual report released Tuesday. During the crop year the company earned $4,184,042 on a sales volume of $336,028,784, which compared to earnings of $3,209,893 last year on sales volume of $314,907,587, the report indicated.

Edwin Bird Wilson Dies

EDWIN BIRD WILSON, 75, board chairman of Edwin Bird Wilson Inc., New York advertising agency, died Aug. 2 of a heart disease. He established his agency in 1916 and was president until 1946. Surviving are his wife, Mrs. Elizabeth Wilson, and three daughters.

NEW BUSINESS

SPOTS

Canadian National Exhibition, Toronto, has placed spot announcements on a number of Canadian and American AM and TV stations, and 25-minute film on a number of American TV stations during August. Agency is Harry E. Foster Adv. Ltd., Toronto.

Glamorene Inc. (Glamorene carpet cleaner), through Ruthrauff & Ryan, N. Y., due to begin putting together radio spot announcement campagin about end of August, for start sometime in September.

Chunky Chocolate Corp., N. Y., has signed to sponsor half-hour *Abbott & Costello* filmed show on seven eastern stations on Saturday, 6-7 p.m., starting Oct. 3 through next June. Agency: Peck Adv., N. Y.

Maine Sardine Industry has set 26-week schedule of one-minute local live radio announcements in 45 markets, and using Spanish language in Texas area, as part of largest campaign yet undertaken by the sardine packers to promote a season's catch. Agency: BBDO, N. Y.

NETWORK

Toni Co., Chicago, will sponsor Tues. and Thurs. portion of *Bride and Groom* (CBS-TV, Mon.-Fri., 12 noon-1 p.m. EDT), starting tomorrow (Tues.). **General Mills** sponsors show on other days. Agency for Toni is Leo Burnett Co., Chicago, and for General Mills, Knox Reeves Adv., Minneapolis.

Scott Paper Co., Chester, Pa., will sponsor *My Little Margie* on NBC-TV, Wednesday, 8:30-9 p.m. EDT, starting Sept. 2. Agency: J. Walter Thompson Co., N. Y.

American Cigar & Cigarette Co., N. Y. (Pall Mall cigarettes) will sponsor *Big Story* on NBC radio, Wed., 9:30-10 p.m. EST, starting Sept. 23. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Procter & Gamble is adding WVEC-TV Hampton, Va., to lineup for five NBC-TV shows, network reported, asserting that with this booking virtually all of NBC-TV's fall programs are set to appear on its new facilities in Norfolk area.

Hazel Bishop Inc., N. Y. (lipstick), signs to sponsor Peter Potter's *Juke Box Jury* on ABC-TV for 52 weeks, Sun., 9:30-10 p.m. EST, starting Oct. 4. Agency: Raymond Spector Co., N. Y.

Landers, Frary & Clark (Universal Electric appliances), New Britain, Conn., will sponsor Wednesday, 3:30-3:45 p.m. EST portion of *Kate Smith Hour* (NBC-TV, Mon.-Fri., 3-4 p.m.) for 10 weeks starting Oct. 14. **Simoniz Co.,** Chicago, sponsoring Thursday, 3:45-4 p.m., segment of same show for 39 weeks starting Sept. 24. Agency for Landers,, Frary & Clark is Goold & Tierney, N. Y., and for Simoniz Co., Sullivan, Stauffer, Colwell & Bayles, N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes), moving its *Man Against Crime* show from CBS-TV (Fri., 8:30-9 p.m. EDT) to NBC-TV (Sun., 10:30-11 p.m. EDT) starting Oct. 11. On CBS-TV Reynolds will sponsor *Topper* on Friday (8:30-9 p.m. EST), starting Oct. 9. William Esty Co., N. Y., is agency.

General Motors Corp., Chevrolet Motors Div., Detroit, sponsored finish in final race of Soap Box Derby in Akron, Sunday, Aug. 9, over NBC radio, 4:30-4:45 p.m. EDT. Agency: Campbell-Ewald, Detroit.

Healing Waters Inc. to sponsor Rev. Oral Roberts, Evangelist, in weekly series over 236 stations of ABC radio network (Sun., 3-3:30 p.m. EST), starting Oct. 4. Agency: White Adv., Tulsa.

Mutual Benefit Health & Accident Assn., Omaha, Neb., is sponsoring first 15-minute segment of daytime Arthur Godfrey show, CBS Radio and CBS-TV, Mon.-Fri. Agency: Bozell & Jacobs Inc., Omaha. **F. C. Miller** is account executive.

Longines-Wittnauer Watch Co., N. Y., will sponsor *The Choraliers* over CBS Radio, Tues. and Thurs., 7:30-7:45 p.m. EST, starting Sept. 29, and *The Symphonette* over same radio network on Sun., 2-2:30 p.m. EST, starting Sept. 27. Agency: Victor A. Bennett Inc., N. Y.

Cameo Curtains Inc., N. Y., will sponsor scenes from major Hollywood studio films in five-minute segments over NBC-TV's *Today* show (Mon.-Fri., 7-9 a.m.) on local basis in 22 markets, starting in late August. Agency: Product Service Inc., N. Y.

P. Lorillard Co., N. Y., will switch its program, *Two for the Money*, starring Herb Shriner from NBC-TV (Tues., 10-10:30 p.m. EDT) to CBS-TV (Sat., 9-9:30 p.m. EDT), starting this Saturday (Aug. 15). Agency: Lennen & Newell, N. Y.

Standard Packaging Corp. buys 13 participations, one per week, on NBC-TV *Today* starting Oct. 8. Agency: C. Wendel Muench Co., Chicago. **Consolidated Cosmetics** renews for four weeks two participations per week on same program effective Aug. 3. Agency: BBDO, Chicago. **North American Airlines** renews two five-minute news spots on NBC-TV *Today* for one week starting Aug. 3.

Sealy Mattresses, L. A., renews Tues. and Thurs. 5:30-5:45 p.m. sponsorship of six-weekly Carroll Alcott *The World Today* on 9 CPRN stations for 52 weeks starting Aug. 11. Agency is Alvin Wilder Adv., L. A.

Reynolds Metals Co., Louisville, will sponsor coverage of Hambletonian, harness racing classic, from Goshen, N. Y., over CBS Radio on Aug. 12, 5:30-5:45 p.m. EDT. Agency is Buchanan & Co., N. Y.

Thor Corp., Chicago, is renewing *Quick as a Flash* (currently on summer hiatus) over ABC-TV on alternate Thursdays, 10:30-11 p.m. EDT, starting Sept. 10. Agency is Henri, Hurst & McDonald, Chicago.

Coleman Co., Wichita, Kan. (oil, gas and heating appliances), signed as first participating sponsor on NBC radio's Tandem Plan programs, starting week of Sept. 14. Sponsorship covers *Barrie Craig, Confidential Investigator* (Tues., 8:30-9 p.m. EDT), *The Eddie Cantor Show* (Thurs.) and *The Six Shooter* (Sun., 9:30-10 p.m. EDT). Agency is N. W. Ayer & Son, N. Y.

AGENCY APPOINTMENTS

The Joe Lowe Corp., N. Y. (Popsickle stick confections, donut flour and equipment, Cottage Frozen Waffles and baking and ice cream supplies), appoints Paris & Peart Adv., N. Y., for all divisions and subsidiaries.

Sterling Insurance Co., Chicago, appoints Schoenfeld, Huber & Green Ltd. to handle its advertising. Radio and television will be used.

Rexall Drug Co., manufacturer of Bisma-Rex powder and tablets and other pharmacueticals, including new multiple vitamin, appoints McCann-Erickson Adv. Ltd., London, England, to handle its advertising.

Cudahy Packing Co., Toronto (Old Dutch cleanser) appoints Young & Rubicam Ltd., Toronto, to handle all advertising.

ROACH TO MAKE THREE-YEAR TV SERIES

Hollywood TV film producer Hal Roach Jr. will produce for Motion Pictures for Television Inc. 39 half-hour shows a year at a cost of $45,000 each of a video version of 'Duffy's Tavern.' Transaction, involving $5,265,000, is described as 'one of biggest' in history of American TV.

IN A $5,265,000 transaction announced last week, Hal Roach Jr., Hollywood television film producer for Motion Pictures for Television Inc., will produce over a three-year period a series of 117 half-hour shows featuring a video version of *Duffy's Tavern* with Ed Gardner as star.

Matthew Fox, board chairman of Motion Pictures for Television, said the deal includes production of 39 shows a year at a cost of $45,000 each, made at Hal Roach Studios both in Eastman color and in black-and-white. He said the film version of *Duffy's Tavern* will be sold only on a local and regional market basis, as part of his firm's "new and revolutionary policy for *major* television properties."

First in September

The first film, with Mr. Gardner and *Duffy's Tavern* making their debut on television, will go before the cameras the first week in September, the MPTV board chairman said. He described the transaction as "one of the biggest in the history of American television."

Mr. Fox said the MPTV-Roach deal is the forerunner of a new plan whereby MPTV's focus of TV sales and advertising will be shifted from a national sales basis to "syndication sales," under which his firm's major properties will be made available for purchase by local advertisers.

"As part of our plan, the local and regional advertisers will be able to identify his product with a widely-renowned television character, with continuity over the years."

Mr. Fox said MPTV will finance the film deal completely and will own the negatives in association with Messrs. Gardner and Roach. MPTV also will handle all sales and distribution for *Duffy's Tavern* under a new sales setup within the organization, he said.

Distribution Head Expected

He said MPTV expects "almost immediately" to complete negotiations with "a leading network executive" who will join MPTV to head the new "direct-station-sales" distribution system for specially-produced TV films, all to be of a "stature and potential comparable to Ed Gardner's *Duffy's Tavern*." He said the executive's name will be announced "in a few days."

Mr. Fox said his organization expects to announce shortly "a minimum of four—possibly six" TV film programs to be sold under the same setup and policy as *Duffy's*. He said nine new distribution-sales exchanges will be established in the near future to augment present MPTV exchanges in New York, Boston, Detroit, Chicago, Dallas and Los Angeles.

The present MPTV sales organization now handling its library of theatrical motion picture features, westerns and serials, headed by E. H. Ezzes, will continue without change, Mr. Fox said.

'Liberace' TV Film Liked By Finance, Food Firms

FINANCE and food seem to go well with piano music, firms in those fields accounting for more than three-fourths of the sponsors of *Liberace*, half-hour musical TV film program, according to Guild Films Co., producer and distributor of the program.

Of the 75 markets in which the series has been sold in less than six months, 31 *Liberace* sponsors are financial institutions and 28 food merchandisers. Other sponsors include department and drug stores, automobile companies and makers of home products, such as mattresses and sewing machines.

Three new stations were added last week: WSYR-TV Syracuse, where *Liberace* will be sponsored by Ontario Biscuit Co.; KBEX-TV Medford, Ore., with U. S. National Bank of Oregon as sponsor, and KETX-TV Tyler, Tex., which says it will announce its sponsor shortly.

Townley Charges Plagiarism

PLAGIARISM suit for $25,000 has been filed in Los Angeles Superior Court against writer-director William Asher, writer Robert Hill, producer Rene Williams, TeeVee Co., firm president Gifford Phillips and KMTR Radio Corp., owner of KLAC-TV Hollywood, by writer Jack Townley. He charges that on three occasions between 1939 and 1946 he submitted a script titled "Women Are Poison" to Mr. Asher and that his material was the basis of a TV film, "Sweet Little Dame," produced and shown on TV by the defendants.

TV Film Helps Nassers Wipe Out $1.3 Million Debt

CREDITING their financial rescue chiefly to the impetus in TV film production during the past few years, James and George Nasser, owners of General Service Studios, Hollywood, have made final payment of $124,805 on a $1,300,000 debt to the Bank of America.

James Nasser said that the rental business to outside producers largely is responsible for the upturn in their financial affairs. As a result several improvements already are under way to meet TV production demands. The pair recently spent $50,000 to renovate Stage 5 for filming of ABC-TV *Adventures of Ozzie and Harriet*. They also will convert an old prop department into the lot's tenth stage.

The Nasser brothers in July 1950 filed for reorganization of their various corporations under provision of the Federal Bankruptcy Act. They still owe $1 million to other creditors to be repaid under a five-year plan approved by U. S. referee-in-bankruptcy Benno M. Brink last January.

Hecht Sues for $125,000

DAMAGE suit for $125,000 was filed Aug. 3 in Los Angeles Superior Court against Frank Wisbar Productions by actor Ted Hecht. Mr. Hecht claims he was hired last October to enact a speaking role in "Top Kick," a TV film in NBC-TV's *Fireside Theatre* series, and that, although he is not a stunt man, he was pulled from a jeep and beaten by a fellow actor in the course of the role. Charging producer Frank Wisbar with negligence, he seeks compensation for medical expenses for back, neck and shoulder injuries and loss of earning power.

NBC Film Div. Offers Features For Local and Regional Sale

Plan involves 26 new feature films. Stations would be supplied films each month.

A PLAN to sell 26 new, full-length feature films to local stations and to local and regional advertisers is to be announced today (Monday) by Robert W. Sarnoff, vice president in charge of the NBC Film Div.

Unique aspect of the plan, it was said, includes a delivery arrangement whereby a station can be assured of a supply of films each month. It provides for a stipulated time allowed to play off a specified number of runs, with six films delivered the first month, and four a month for the following five months.

Under the plan the right to play these films will date from the time of availability of the films. It was said that films available in October 1953 may be played off until the end of September 1954.

The films include "No Orchids for Miss Blandish," with Jane La Rue and Linden Travers; "The Glass Mountain," with Valentina Cortesa; "Folly To Be Wise," with Alastair Sim and "Who Goes There?" with Valerie Hobson.

Voglin Files for Bankruptcy

VOGLIN Corp., Hollywood TV film production firm headed by Jack Voglin, has filed a voluntary petition in bankruptcy. Liabilities are listed at $21,575 and assets at $26,274. The case, represented by Harrison Dunham, was referred to bankruptcy referee Hugh Dickson.

Film Sales

Consolidated Television Sales, New York, reports that its "Station Starter Plan" has been sold to **KHTV (TV)** Baton Rouge, La.; **KAFY-TV** Bakersfield, Calif.; **KLIX-TV** Twin Falls, Idaho; **KWIK-TV** Pocatello, Idaho; **KMBY-TV** Monterey, Calif; **WCOG-TV** Greensboro, N. C.; **WILS-TV** Lansing, Mich.; **KMBC-TV** Kansas City, and **KOAT-TV** Albuquerque.

Consolidated's *All American Game of the Week* has been purchased by **KTTS-TV** Springfield, Mo.; **WDTV (TV)** Pittsburgh; **WHIO-TV** Dayton; **KEVT (TV)** Santa Barbara, Calif.; **WFTV (TV)** Duluth; **KSWO-TV** Lawton, Okla.; **KHQ-TV** Spokane, and **KMBY-TV.**

Another Consolidated program, *Ringside With Rasslers*, has been bought by **WEEK-TV** Peoria and **KHQ-TV,** the film company said.

•

NBC Film Division said last week that it has sold *Dangerous Assignment* to **KFXD-TV** Wichita Falls, bringing the total number of markets in which the program has been sold to 118. Other new sales were said to have brought the total number of markets on *Hopalong Cassidy* to 117 and *The Cop* to 27.

•

Screen Gems Inc., New York, reports that its half-hour, TV filmed program, *Your All-Star Theatre*, has been sold in 37 markets with latest sales to **KNBH-TV** Los Angeles, **KRON-TV** San Francisco, **WENS (TV)** Pittsburgh, **CBFT (TV)** Montreal and **CBOT (TV)** Ottawa.

•

Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:

The Seven-Up Co., St. Louis, Mo., eight 20-second films through **J. Walter Thomp-**

son Co. **Pfaff Sewing Machine Co.**, Chicago, one 26-second film through **Bozell & Jacobs Inc. Detroit Michigan Stove Co.** (Detroit Jewel Range and Garland Range), Detroit, four 46-second films.

•

Jerry Fairbanks Productions, Hollywood, filmed 10 one-minute spot commercials in Detroit factory of **Chrysler Motors Corp.** for the firm's 1954 line. Agency is **McCann-Erickson Inc.,** Hollywood.

Distribution

Guild Films Co., New York, has signed to handle distribution of *Jungle Macabre*, 15-minute series of 39 episodes on wild animal life. The filmed series was produced by **Radio & Television Packagers,** New York, in cooperation with the **American Museum of Natural History.**

•

Sterling Television Co. is distributing a catalogue titled "Sterling Serenade" which consists of hundreds of three-minute musical film strips, including numbers from Adrian Rollini, Bruno Walter, Ruggiero Ricci, and excerpts from well-known operas and symphonies.

Availabilities

The pilot film of *Marge & Jeff*, series which has been presented "live" on **WPTZ (TV)** Philadelphia, has been made by **DuMont Television Network,** and is being shown to advertising agencies for proposed sponsorship as a five-a-week strip on DuMont. The series is directed by **Leonard Valenta** and produced by **Ernest Walling.**

•

Ray Bolger's half-hour pilot film completed July 29 by **Desilu Productions,** Hollywood, is being shown by **ABC-TV** executives to New York agencies. **Bill Archer** directed with **Jerry Bresler** producing.

Production

Denmac Productions, Hollywood, headed by Dennis Day, has started filming at General Service Studios 39 half-hour segments of NBC-TV's *Dennis Day Show*, which returns to the network Oct. 2. Mr. Day starts his 18th year on CBS' *Jack Benny Show* Sept. 9.

•

Gordon-Harris Productions, Beverly Hills, Calif., has started filming *Jr. Cooks' Club*, a quarter-hour children's cooking show, in color. **Pat Gallagher** is featured in the title role. **Burt I. Harris** and **Bert I. Gordon** are co-producers. National distribution is planned.

•

John W. Loveton Radio & Television Productions, having closed its New York offices, now headquartered at 9100 Sunset Blvd., Hollywood, starts filming today (Monday) at Goldwyn Studios a 26 half-hour CBS-TV *Topper* series. **Leo G. Carroll, Bob Sterling** and **Anne Jeffries** co-star. **R. J. Reynolds Tobacco Co.** will sponsor the series starting in October. Agency is **William Esty Co.,** N. Y.

•

Joan Davis Enterprises, following summer vacation layoff, on Friday (Aug. 14) resumes filming of NBC-TV's *I Married Joan* at General Services Studios, Hollywood, with **P. J. Wolfson** producing. **John Rich,** formerly director on NBC-TV *Dennis Day Show*, has been signed in similar capacity on *I Married Joan*. Major Appliance Div. of **General Electric** sponsors the *Joan Davis* series, resuming on NBC-TV, Oct. 14.

Random Shots

Negotiations toward putting *Merry Mailman*, children's TV show now on WOR-TV New York, on film for national TV distribution are being inaugurated by **Sandy Howard,** producer-director of the juvenile program, Mr. Howard said last week. The program, starring **Ray Heatherton,** has a number of merchandising tie-ins, including "Merry Mailman Wonder Books," published by Grossett & Dunlop, which, Mr. Howard claimed, would be enhanced by the national distribution of the program which General Teleradio, licensee of WOR-TV, has under long term contract.

•

WCBS-TV New York announced last week it has purchased seven Hollywood feature films from **Comet Television Pictures,** distribution company, for exclusive first-run television showings in the New York area, starting in October.

The films are *Champagne for Caesar*, with **Ronald Coleman, Celeste Holm** and **Vincent Price;** *D.O.A.*, with **Edmund O'Brien, Pamela Britton** and **Luther Adler;** *Second Woman*, with **Robert Young** and **Betsy Drake;** *Quicksand*, with **Mickey Rooney;** *My Dear Secretary*, with **Kirk Douglas** and **Larraine Day;** *Impact*, with **Brian Donlevy** and **Ella Raines,** and *The Big Wheel*, with **Mickey Rooney** and **Thomas Mitchell.**

•

Harry Volk Jr. Art Studios, Atlantic City, N. J., will begin a television art service early in September, **Harry Volk Jr.,** president, said last week. The new art will include flip cards and opaques. Mr. Volk disclosed, and he said the service will issue releases each month on an exclusive basis.

•

Station Films Inc., film buying service for a group of TV stations represented by **The Katz Agency** [B•T, June 22], moved over the weekend into its new offices at 30 Rockefeller Plaza, New York. Telephone: Circle 7-1279. **Robert H. Salk,** former TV program manager of Katz, is president of SFI. **Gloria Wilson** is assistant to the president.

Film People

Norman Colbert, for the fourth consecutive year, was signed by **Filmcraft Productions,** Hollywood, as supervising editor of **Groucho Marx's** *You Bet Your Life* series on NBC-TV. **Bob Dwan** and **Bernie Smith** direct the show which resumes filming Aug. 19.

•

Bill Newton, formerly with Filmack Studios, Chicago, joins motion picture-television division of **Kling Studios Inc.,** same city, as account executive.

•

Paul A. Fralic, assistant comptroller, Columbia Pictures Corp., Hollywood, joins **Color Corp. of America** as treasurer on Sept. 1.

•

Edward Grossman appointed controller of **Guild Films Co.,** producer and distributor of TV film programs. **Jane Kaye** named New York office manager.

•

John A. Miller, formerly account executive with CBS Chicago and TV writer-producer at Henri, Hurst & McDonald, same city, has joined **Herbert S. Laufman & Co.,** TV production firm, as executive producer.

•

Bob Peterson has been appointed publicity director of **Kling Studios Inc.,** Chicago.

AP RADIO GROUPS MEET TOMORROW

Improving the radio wire of Associated Press will be the major topic under consideration by the news report and programming committees, made up of representatives of member AP stations, when they meet tomorrow in New York.

MEETINGS of the news report and programming committees of the Associated Press general radio membership group have been called for tomorrow (Tuesday) and Wednesday at the AP offices in New York to discuss and propose means of improving the radio wire.

The news report committee, which will meet tomorrow, consists of Jack Kreuger, news director of WTMJ Milwaukee, chairman; James A. Byron, WBAP Fort Worth; Maynard Dalaber, WMVA Martinsville, Va.; Robert Gran KRNR Roseburg, Ore.; Ralph Knox, WHEC Rochester; Paul W. White, KFMB San Diego and Jack White, WJR Detroit.

Program Committee

The programming committee which will convene Wednesday is headed by Daniel W. Kops, executive vice president and general manager of WAVZ New Haven. Its members are: Richard Mason, WPTF Raleigh; Leslie Lindow, WFDF Flint; Donald D. Davis, WHB Kansas City; Howard Pill, WFSA Montgomery; Charles Crabtree, KWIK Pocatello, and H Quentin Cox, KGW Portland. Attending the sessions also will be Les Mawhinney, news director of KHJ Hollywood and chairman of the general membership group.

Spearman & Roberson Adds Frank Fletcher

FRANK U. FLETCHER, Washington radio attorney, on Sept. 1 joins the radio law firm of Spearman & Roberson as a member of the firm. Other active members are Frank Roberson, John C. Spearman and Russell Rowell.

Mr. Fletcher

Mr. Fletcher served on the FCC law staff after graduation from Wake Forest in 1932 with an LL.B. degree. He has been in radio law since leaving FCC and is a former co-owner of WARL Arlington, Va. He served two terms on the NARTB board and drafted revised by-laws for inclusion of TV stations in the association. During World War II he served three years in the Army Ordnance legal department.

KRNT IS THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS

● So you *know* you're right when you buy the Big-Time Buy . . . the station with the fabulous personalities and the astronomical Hoopers!

HOOPER LEADER...
MORNING—AFTERNOON—EVENING

51.1%	49.8%	36.9%
AUDIENCE SHARE	AUDIENCE SHARE	AUDIENCE SHARE

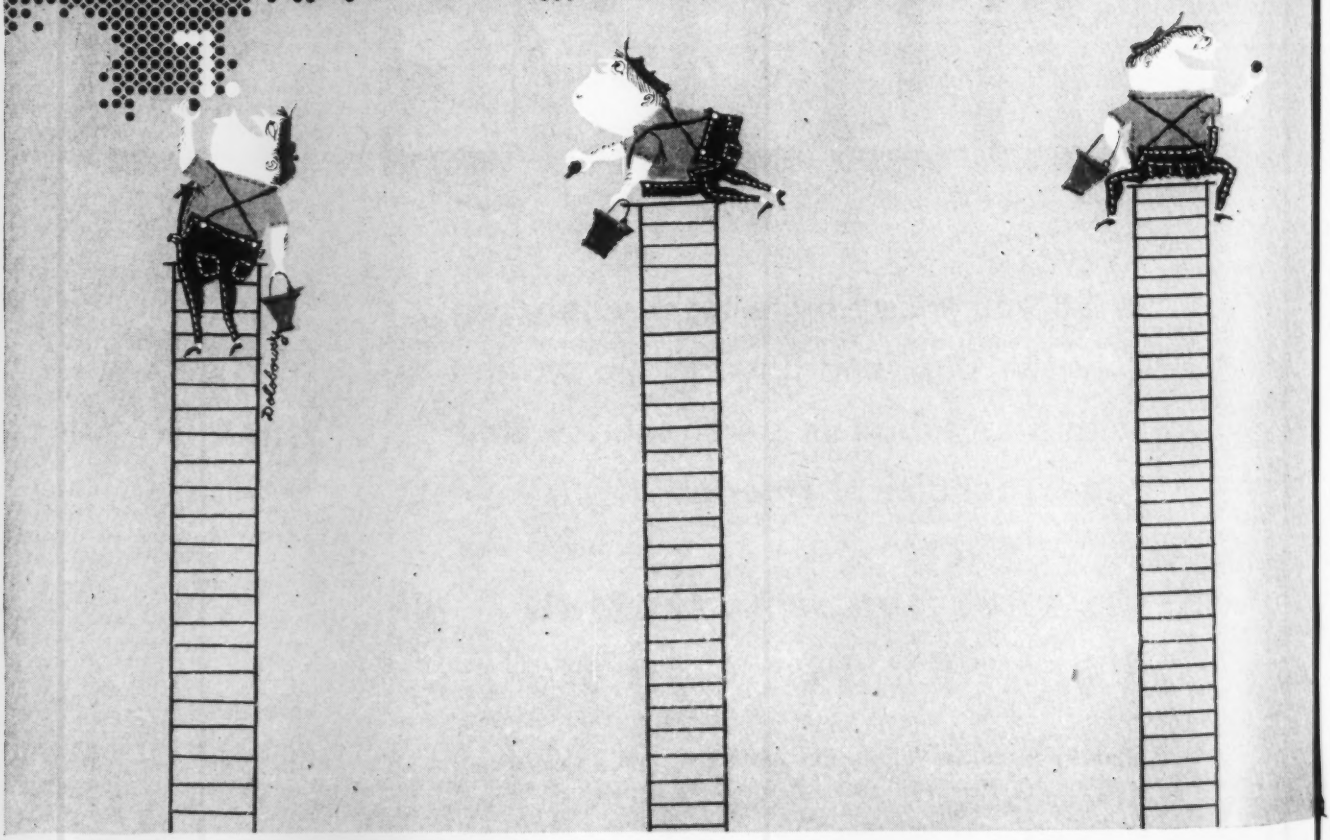
C. E. Hooper Audience Index, Des Moines—June 1953

KRNT
DES MOINES RADIO
THE REGISTER AND TRIBUNE STATION

Represented by KATZ

—NBC IS AMERICA'S

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000



NO. 1 NETWORK—

6

NBC delivers the lowest cost-per-thousand homes in network television

The best way to determine the true value-received in television advertising is to measure cost against the number of homes reached by the actual advertising messages.

Using this stringent test, NBC is by far the most economical television network for the advertiser.

Here's how the networks compare in economy:

AVERAGE COST PER THOUSAND PER EVENING COMMERCIAL MINUTE
(Nielsen Television Index, January-April, 1954, Averages)

NBC	NETWORK #2	NETWORK #3	NETWORK #4
$2.92	$3.30	$4.03	$3.93

Note that in the evening, NBC's average saving for the advertiser is 38¢ per thousand homes—a 13% average advantage over the next economical network for the four month period. Actually NBC's advantage grew during this period . . . from 7% in January to 19% in April.

The *most* viewers for the *least* cost . . . surely this is an outstanding reason why **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*

PROGRAM SERVICES

Mendelson, Kempner Leave Ullman Firm

ROBERT P. MENDELSON, vice president, and Marvin A. Kempner, executive vice president of Richard H. Ullman Inc., Buffalo, last week announced their resignations and the sale of their interests in the company for an undisclosed sum. They have not announced their future plans.

IHPA May Face Suit By 'This Is It' Firm

INDIANA Hotel Protective Assn. of Indianapolis may face court action as a result of "warning" notices concerning "not sufficient funds" checks that it has sent out against Independent Radio & Television Productions Inc. of Des Moines, it was learned last week.

Take Matter To Court

Clifford L. Bates, proprietor of the firm, said he will take the matter to court. Independent operates a merchandising project called "This Is It," eliciting the cooperation of radio stations [B•T, July 13].

Universal Broadcasting Two Separate Systems

UNIVERSAL Broadcasting System, New York, providing taped news and special events features to some 50 stations, has expressed fear of confusion between itself and a new organization of the same name in Boston [B•T, July 20]. Lincoln A. Mayo, general manager of UBS in New York, said: "We wish to make it clear that there is no connection whatsoever between our company and the Boston organization." His company has maintained headquarters at 17 E. 48th St., New York, since 1950. Mr. Mayo said.

KBS Adds 7 Affiliates

ADDITION of seven affiliates during July was announced last Tuesday by Keystone Broadcasting System. New stations, which bring the KBS list to 675, are: KFMA Davenport, Iowa; KREH Oakdale, La.; KOKO Warrensburg, Mo.; WJNC Jacksonville, N. C.; WLSE Wallace, N. C.; WKXV Knoxville, Tenn., and KPUY Puyallup, Wash.

Ascap's Tune Listing

A LISTING of songs written by Ascap members has been published by that organization for complimentary distribution. Titled "35 Years of Hit Tunes," the booklet is designed to serve as a reference source for radio and television broadcasters, agencies, theatre exhibitors and entertainers.

'Super Circus' Records

MERCURY Records has signed a two-year contract with Television Merchandising Inc. for a series of records featuring ABC-TV's *Super Circus* cast. First four records already have been cut. TMI is the merchandising organization for the program.

NETWORKS

CBS NET EARNINGS HIT $4 MILLION

Net earnings of CBS Inc. and its subsidiaries reach all-time high for the half-year, 40% above last year, stockholders hear. Sales of radio-TV time and subsidiaries' products total $151 million, a 30% jump over last year and also a record.

CBS Inc. in the first six months of this year had the largest net earnings in its history, $4,003,377, topping by 40% the net of $2,851,415 for the first half of 1952, President Frank Stanton announced Wednesday at the company's board of directors meeting. Net per share for the half was $1.71 compared to $1.22 for the same period a year ago.

Sales for first six months, including sales of Columbia records and phonographs, CBS-Hytron radio and TV tubes and CBS-Columbia radio and video receivers, as well as radio and TV time, totaled $151,253,680, also an all-time high, 30% ahead of the $116,543,660 sales total for the first six months of 1952. Earnings before federal taxes were $11,473,377, compared with $7,151,415 in the first half of last year.

The board declared a cash dividend of 40 cents a share on Class A and Class B stock, payable Sept. 4 to stockholders of record at the close of business Aug. 31.

COLUMBIA BROADCASTING SYSTEM, INC.
AND DOMESTIC SUBSIDIARIES

Consolidated Income Statements

	Six Months Ended July 4, 1953 (26 Weeks)		June 28, 1952 (26 Weeks)	
GROSS INCOME (Note 1)		$151,253,680		$116,543,660
Less—Discounts, commissions and returns		36,463,439		24,878,603
		114,790,241		91,665,057
Deduct:				
Operating expenses and cost of goods sold (Note 1)	$83,742,203		$68,986,068	
Selling, general and administrative expenses	17,556,636		14,386,093	
Provision for depreciation and amortization of leasehold improvements	1,726,003		1,217,382	
		103,024,842		84,589,543
		11,765,399		7,075,514
Miscellaneous income, less miscellaneous deductions		292,022		75,901
Income before federal taxes on income		11,473,377		7,151,415
Provision for federal taxes on income:				
Income tax	$ 6,490,000		$ 4,270,000	
Excess profits tax	980,000		30,000	
		7,470,000		4,300,000
NET INCOME FOR PERIOD		$ 4,003,377		$ 2,851,415
Earnings per Share		$1.71		$1.22

Notes:

1. Late in 1952 the Company discontinued the practice of netting related operating expenses against certain talent revenues. Accordingly, the amounts of "gross income" and "operating expenses and costs of goods sold" have each been increased $10,949,162 over the amounts previously reported for the six months ended June 28, 1952, in order to reflect these amounts on the new basis. This change in accounting treatment does not affect net income.
2. The 1953 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

SAMUEL R. DEAN,
Treasurer

August 5, 1953

ABC Adds One Radio, Three Video Outlets

THREE new television stations and a radio station have joined the ABC television and radio networks as affiliates, Alfred R. Beckman, national director of the ABC station relations departments, announced Thursday. New TV affiliates are: KOAT-TV Albuquerque, N. M. (Ch. 7), owned and operated by Alvarado Bcstg. Co. with Philip Hoffman as general manager, effective Oct. 1; WHEC-TV and WVET-TV Rochester (both sharing Ch. 10) owned and operated respectively by WHEC Inc. with Glover Delaney as general manager and Veterans Bcstg. Co. with Erbin F. Lyke as general manager, effective Dec. 1; KOMU-TV Columbia, Mo. (Ch. 8) owned and operated by the curators of the U. of Missouri with George J. Kapel as station manager.

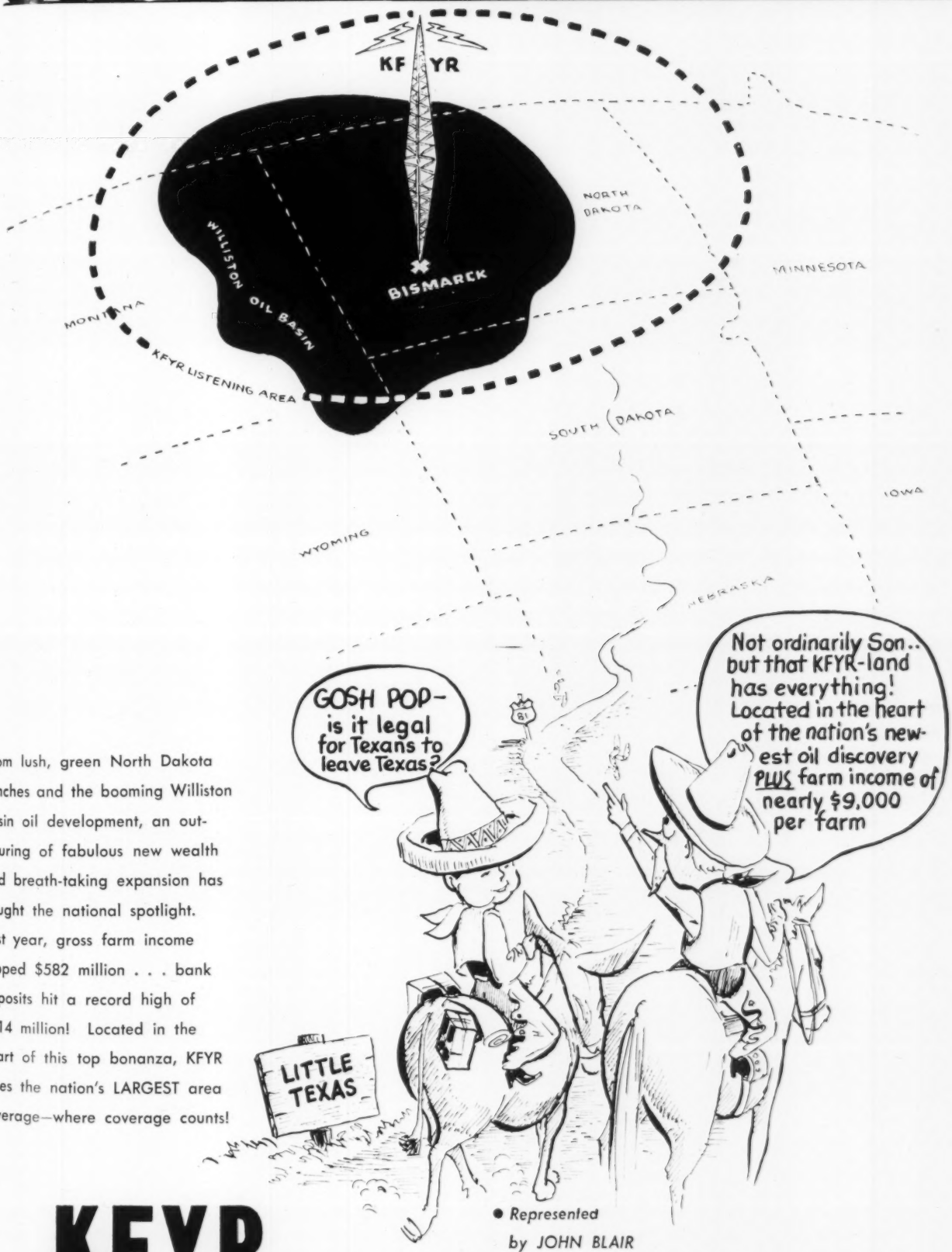
The new radio affiliate, replacing WARC in Rochester, is WVET, starting Oct. 1. The station, which operates with 5 kw on 1280 kc, is owned and operated by Veterans Bcstg. Co., with Erbin F. Lyke as general manager.

CBS TV Spot Sales Cites Growth of Daytime Video

BEANSTALK growth of daytime spot TV is stressed in "Plus 51," presentation released today (Monday) by CBS Television Spot Sales, which reports a daytime audience of more than 13 million viewers each week on the 10 stations it represents.

The presentation reports that the average daytime quarter-hour now delivers more than three times the number of viewers it did two years ago, basing the figure on nine TV stations which have been on the air from May 1951 through May 1953. During this same two-year period, the average station break cost per thousand on these stations has dropped to one-half its previous figure, the presentation states. Other comparative data show that these stations include 78% more TV families in their combined areas than they did two years ago, totaling over ten million, and that they are programming 33% more day-hours.

KFYR of the DAKOTAS



From lush, green North Dakota ranches and the booming Williston Basin oil development, an outpouring of fabulous new wealth and breath-taking expansion has caught the national spotlight. Last year, gross farm income topped $582 million . . . bank deposits hit a record high of $614 million! Located in the heart of this top bonanza, KFYR gives the nation's LARGEST area coverage—where coverage counts!

KFYR

• *Represented by JOHN BLAIR*

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

WKNA-TV, new uhf Ch. 49 outlet at Charleston, W. Va., is set to become an ABC-TV affiliate Sept. 1 as station president Joe L. Smith Jr. (l) signs contract before Ernest Lee Jahncke Jr., vice president and assistant to president of ABC-TV.

NBC-TV Leads Networks In Los Angeles Originations

NBC-TV leads present network live originations from the Los Angeles area with 7 hours weekly from new Burbank studios and Hollywood, compared with CBS-TV's 3¾ hours and ABC-TV's one hour weekly from their Hollywood studios.

Bulk of NBC-TV programming comes from Burbank TV Center, with five-weekly half hour *Glamor Girl* and *Ladies Choice* programs, and weekly 1½ hour *Saturday Night Review*, featuring Hoagy Carmichael. Weekly half hour *Place the Face* (Toni Co.) is televised from El Capitan Theatre in Hollywood.

CBS-TV's Originations

CBS-TV originates five-weekly half hour Art Linkletter's *House Party*, weekly half hour *Meet Millie* and *Pantomime Quiz* (Baker's Chocolate) programs, and alternating weekly half hour *Follow the Leader* from CBS Television City.

Weekly half hour *You Asked for It* (Skippy Peanut Butter) and *Space Patrol* (Ralston-Purina) programs originate from ABC-TV's Hollywood studio.

'Gaslight' Suit Postponed By Mutual Agreement

HEARINGS on a copyright infringement and unfair competition suit by Loew's Inc. and playwright Patrick Hamilton against Jack Benny, CBS and American Tobacco Co. have been postponed until Sept. 21 by mutual agreement on both sides.

Use of Satire Version

The hearings, scheduled for July 27, concerned the defendants' use of a satire version of the M-G-M feature picture "Gaslight" on radio and TV.

The additional time was asked to permit both sides to get together on a stipulation of facts to present to the court.

Bishop Sheen TV Show Now on 100 DTN Outlets

BISHOP Fulton J. Sheen's *Life Is Worth Living* series was credited last week by the DuMont Television Network with being the first regular weekly program in television history to pass the 100-station mark.

According to DuMont's director of station relations, Elmore B. Lyford, the sponsor of the show, Admiral Corp., confirmed Thursday that WJAR-TV Providence became the 100th station in a projected 132-station hookup. The program will be presented on DuMont on Tuesday, 8-8:30 p.m., EST, starting Oct. 13.

KVOE to Drop MBS-Don Lee

KVOE Santa Ana, Calif., one of the original affiliates of Don Lee Broadcasting System and Mutual, "after some eight months of careful evaluation" will sever that association upon expiration of the present contract on Oct. 15. With no plans for a new network affiliation, owner-general manager Ernest L. Spencer says it is for the best interest of the station and Orange County, which it serves, to operate as an independent.

SIGNING NBC affiliation contract for WSAP Portsmouth, Va. [B•T, Aug. 3], is Charles J. Duke (c), president of Portsmouth Radio Corp., WSAP licensee. Witnesses are Carl J. Burkland (l), WSAP executive vice president and general manager, and Thomas E. Knode, NBC manager of station relations. Signing occurred in New York. WSAP goes NBC Sept. 19 when WTAR Norfolk switches to CBS Radio.

Stevenson Speech Coverage

ARRANGEMENTS are underway for national radio-TV network coverage of Adlai Stevenson's formal address at a Democratic Party rally in Chicago's Civic Opera House Sept. 15, Hy Raskin, vice chairman of the Democratic National Committee, has reported.

The Democrats have a "definite commitment" from NBC-TV and are awaiting word on other possibilities . . . an ABC simulcast, an NBC radio delayed broadcast, and coverage by three other radio networks, he reported.

CBS-TV, NBC-TV to Carry UN

COVERAGE of the sessions of the UN General Assembly in New York will be carried on CBS-TV and NBC-TV daily from 4:30-5 p. m., EDT, starting Aug. 17. WABC-TV New York will present UN meetings each day from 11 a. m.-1 p. m. and 3-6 p. m. EDT.

NBC Says Outlets Answer Bid for Program Material

America is not 'a suburb of New York,' says NBC radio's Vice President Ted Cott in asking affiliates for local material and personalities they think would be good 'network.'

NBC's invitation to its radio affiliates to submit to the network any program or personalities they consider worthy of a "network niche" evoked a prompt and enthusiastic response, NBC reported last week.

More than a score of nominations came in within 48 hours after a wire was sent by Ted Cott, operating vice president of NBC's radio network, asking NBC stations to help their network obtain the kind of programming that will place it in "first program position in radio."

'As Big as America'

"We know our audience is as big and varied as America," Mr. Cott wrote in part, "and in making our program plans we are operating on the conviction that America is neither geographically nor creatively a suburb of New York. We want to cover every possible source of new programming and we are sure that there are many valuable types of programs and personalities on our affiliated stations throughout the country which could be developed for network use."

NBC Chicago Sales Rise

BILLINGS of NBC Chicago o&o radio-TV outlets have risen substantially for the first six months of 1953 over a similar period last year, according to Harry C. Kopf, network vice president and general manager of WMAQ and WNBQ (TV) Chicago. Spot sales are up 8% and local time sales up 35% at the TV outlet. At WMAQ spot sales have jumped 33% and local time sales 57%, it was reported. In actual billings (dollarwise), combined increase for WNBQ was 15% and for WMAQ 40%.

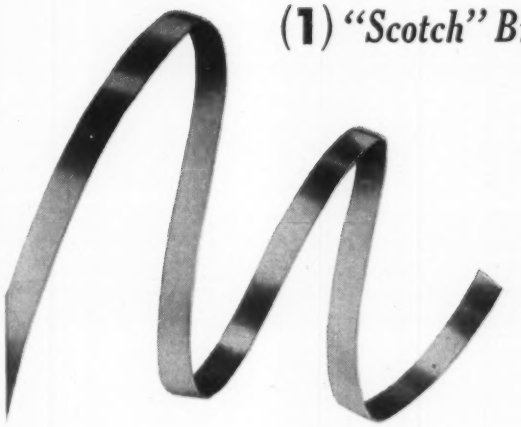
SIGNING of affiliation contract between ABC-TV and WMIN-TV Minneapolis preceded these smiles of Ernest Lee Jahncke (l), ABC vice president in charge of station relations, and Larry Bentson, WMIN-TV president. The station will share time and affiliation with WTCN-TV there on vhf Ch. 11 [AT DEADLINE, July 27].

REG. U.S. PAT. OFF.

SCOTCH BRAND

gives you 2 new recording firsts!

(1) "Scotch" Brand 120A "High-Output" Magnetic Tape



NEW COATING! revolutionary magnetic material offers unparalleled sensitivity.

GREATLY REDUCED HARMONIC DISTORTION can be achieved by recording at lower input level while still maintaining accustomed play-back levels, or—

INCREASED OUTPUT! gain 8 to 12 db more output than any conventional magnetic tape with no increase in noise or harmonic distortion.

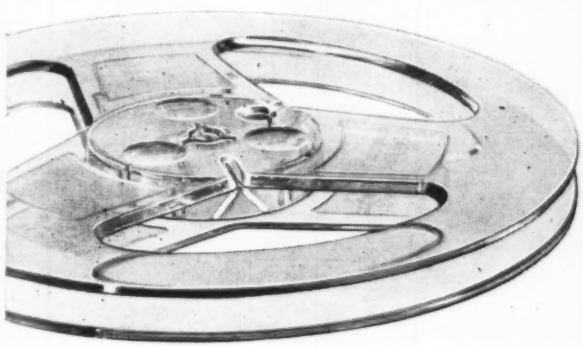
NEW COLOR! dark green color unmistakably identifies.

GUARANTEED UNIFORMITY! output variation within a 1200-ft. reel at 1000 cps is less than plus or minus ¼ db and is less than ½ db from reel to reel.

NEW DRY LUBRICATION PROCESS minimizes head and machine wear, assures freedom from squealing, cupping, curling.

100% SPLICE-FREE in all lengths including 2400-ft.

(2) "Scotch" Brand "V" Slot 7-in. Plastic Reel



EXCLUSIVE "V" SLOT! easiest, quickest threading device yet perfected.

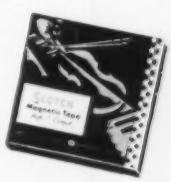
2¼-in. HUB! *only* large hub reel that takes standard lengths of *all* magnetic tapes, minimizes timing errors, eliminates tape spillage in rewind.

WIDE SPOKES! 45% more plastic gives extra rigidity, precision balancing.

TAPERED FLANGES eliminate frayed tape edges, give smoother wind.

EASIER LABELING! larger, unobstructed writing and labeling surface.

COSTS NO MORE than ordinary reels!

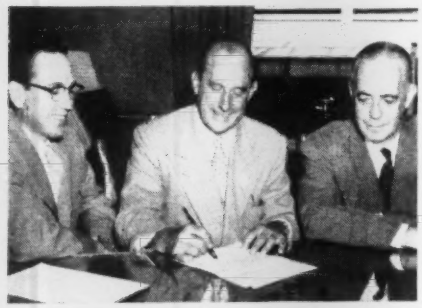


Get Both from Your Distributor.

REG. U.S. PAT. OFF. SCOTCH BRAND **Magnetic Tape and "V" Slot Plastic Reel**

The acknowledged international standard of the recording industry

High-Output and (HO) TM 3M Co. The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.



A NEW TWIST in radio discussion programs is acquired for Mutual network by Program Vice President Herbert Rice (c), who signs an agreement for *FF State of the Nation*. The programs will be presented by Facts Forum, an organization of lawyers, students and church groups, and each will feature a governor, an outspoken critic of the governor's administration, and two top newspapermen of the state. Facts Forum President Robert Dedman (l), Dallas attorney, and Bert Hauser, MBS vice president and director of cooperative programs, flank Mr. Rice at the signing. The program will begin tomorrow (Tuesday).

CBS Names Samuels, Reitzel For Coast TV, Radio Sales

IN A realignment of West Coast radio and television sales operations, CBS Radio and CBS-TV last week announced appointments of Frank Samuels as Pacific Coast sales manager for television and Bok Reitzel in the same capacity for radio.

They will assume duties formerly handled by Kingsley Horton, who headed both radio and television sales activities for CBS on the West Coast. Mr. Kingsley has resigned from CBS, with which he has been associated since 1936, to join George F. Foley Inc., New York, radio and TV film production firm, in an executive capacity.

The appointments of Messrs. Samuels and Reitzel will take effect Sept. 1. They will make their headquarters in Hollywood. Mr. Samuels, who recently resigned from the William Morris Agency, served previously as a vice president of ABC. Mr. Reitzel, who has been stationed in New York since January as eastern sales representative for the Columbia Pacific Radio Network, came to CBS in 1949 as a salesman for KCBS San Francisco after two years with KSMO San Mateo, Calif.

BROADCASTERS RUSH POW RELEASE NEWS

RADIO and television networks and stations across the country last week provided fast-breaking coverage of the release of UN prisoners in Korea, starting shortly after 8 p. m. EDT, Tuesday, and continuing throughout the week.

Names of liberated soldiers were flashed on television screens and broadcast on radio throughout the week, as soon as they were received, with programs interrupted by special bulletins.

Radio and television networks and stations arranged for special programs for name listings and for interviews from Korea and with friends and relatives of freed soldiers in the U. S.

Beats Are Claimed

CBS-TV and ABC-AM-TV claimed the distinction of flashing the first name at 8:18 p. m., EDT. Other networks and stations reported they carried the names shortly afterward.

An early report by WBZ Boston described the station's interviews with families of released prisoners from New England, along with regular coverage of U. S. prisoners freed. Newsman Ken Mayer recorded a telephone conversation with the family of the first New England prisoner released, the station said.

WBZ carried NBC coverage of the event in Korea and the station carried a special broadcast at 9:45 p. m. Tuesday, rounding up all facts available about the POWs.

Big Client List for 'Today' Promised by NBC-TV

NBC-TV claimed last week that its *Today* program (Mon.-Fri., 7-9 a.m., EDT) will enter the fall sales season with the largest client list of any program in the history of television.

According to George Frey, NBC-TV vice president in charge of network sales, a total of 723 segments out of an available 1,408 on *Today* have been sold for the last four months of 1953. He said these orders represent an average gross volume of $2,169,000, without including business expected during the holiday season.

NAUTICAL commuters are these three DuMont TV Network executives and their agency mate. They all have homes on Long Island, and find this jointly-owned speedboat beats taking the train. At the wheel is Ted Bergmann, general manager of the network, who pilots John H. Bachem (aft), DuMont national sales manager; James W. McGlone Jr. (standing) of Fried, Reiss, McGlone agency, and William M. Koblenzer, DuMont account executive.

RADIO-TV SET MANUFACTURE UP

A new record was set for radio and TV set production the first half of 1953, according to RETMA. There were 7,266,542 radio sets and 3,834,236 TV sets made in the 26 week period.

RADIO and TV set production for the first six months of 1953 each ran well ahead of the same 1952 period, with TV output setting a new record, according to Radio-Electronics-Television Mfrs. Assn.

Manufacturers turned out 7,266,542 radio sets during the first 26 weeks of 1953 compared to 5,456,035 in the same 1952 period. TV output totaled 3,834,236 sets this year compared to 2,318,235 sets in the first half of last year. The previous high record for the January-June period was in 1951 when 3,457,519 sets were turned out.

June Output High

June radio output totaled 1,163,831 sets compared to 986,603 a year ago. June TV output was 524,479 sets compared to 361,152 a year ago.

Output of radios with FM circuits totaled 49,875 sets in June. Another 1,384 TV sets had FM tuning facilities.

Radio and TV set production figures for the first six months of 1953 follow:

	TV	Home Sets	Portables
January	719,234	361,921	93,962
February	730,597	402,742	87,711
March (5 weeks)	810,112	442,101	177,656
April	567,878	286,974	201,476
May	481,936	278,156	204,065
June (5 weeks)	524,479	287,724	239,189
TOTAL	3,834,236	2,059,618	1,004,059

	Auto	Clock	Total Radio
January	447,667	189,592	1,093,142
February	491,062	210,924	1,192,439
March (5 weeks)	654,367	275,079	1,549,203
April	483,092	187,394	1,158,936
May	497,379	129,391	1,108,991
June (5 weeks)	505,774	131,144	1,163,831
TOTAL	3,079,341	1,123,524	7,266,542

Witty Reports Children Read More Before TV

PARENTS and teachers are seeking ways of influencing children in their selection of better TV programs and to relate televiewing to sounder reading habits, Dr. Paul Witty, professor of education at Northwestern U., stated last week.

Dr. Witty's comments were contained in a supplemental report on his fourth annual study of television. Last month he reported that pupils, teachers and parents were spending more time watching TV in 1953 than in 1950 [B•T, July 20].

'Great Potentialities'

Thirty-eight per cent of parents and 34% of teachers claim children in elementary schools read less than before the advent of television, according to Dr. Witty. They suggested more education programs to stimulate and encourage reading and telecasts of more children's programs at favorable evening hours. But, says Dr. Witty, "parents and teachers are less critical of TV now than in earlier studies. And many more cite its great potentialities in educating children."

THE SCORE on Radio Listening in FORT SMITH

Shopping Center of Western Arkansas

SUMMARY OF SURVEY
CONLAN RADIO REPORT

	TOTAL MORNING	TOTAL AFTERNOON	TOTAL EVENING
• KFPW CBS Radio	44.1	37.4	33.3
• ABC Station	27.5	26.5	25.8
• MUTUAL Station	22.3	25.4	28.8

KFPW

Leads ALL the Way . . DAY and NIGHT!

- MOST LISTENERS
- MOST PROGRAM SPONSORS
- MOST RESULTS

• FORT SMITH, SHOPPING CENTER OF WESTERN ARKANSAS

AFFILIATED with KTUL, Tulsa, Okla. – KOMA, Oklahoma City

JOHN ESAU
Vice President-General Manager

★

AVERY-KNODEL, Inc.
National Representative

IT'S TIME . . . TO TALK TO

John E. Pearson Television Inc.

KMMT *Television* AUSTIN, MINNESOTA
CBS • ABC • DuMONT

TELEVISION SERVICE for SOUTHERN MINNESOTA and NORTH IOWA

A call to John E. Pearson gives you this sales area where more than 400,000 buyers live and spend more than $380 million annually. Agricultural income alone is over $300 million.

For the most part, no other TV station reaches this area. No other television station so sells it like KMMT, Austin.

For television sales in Southern Minnesota and Northern Iowa, talk to John E. Pearson.

KMMT TELEVISION SERVES AND SELLS

MINNESOTA COUNTIES

Freeborn, Mower, Fillmore, Faribault, Waseca, Steele, Dodge, Olmsted, Goodhue, Rice, Blue Earth, LeSueur, Wabasha and Winona.

IOWA COUNTIES

Winnebago, Worth, Mitchell, Howard, Floyd, Cerro Gordo, Chickasaw, and Hancock.

KMMT TELEVISION
AUSTIN, MINNESOTA
Channel 6
L. L. McCurnin, *Manager*

Represented by *John E. Pearson Television Inc.*

NEW YORK CHICAGO MINNEAPOLIS
DALLAS LOS ANGELES SAN FRANCISCO

NATIONAL TV SALES

TELESTATUS®

Weekly TV Set Summary— Aug. 10, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	24,500
Montgomery	WCOV-TV	.....	11,100
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,400	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	33,350
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,613,249	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	688,860	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	23,123	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	72,024
New Haven	WNHC-TV	370,000	.....
DELAWARE			
Wilmington	WDEL-TV	141,662	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	465,884	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	131,560	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV	23,500	.....
	KONA	22,000	.....
IDAHO			
Boise	KIDO-TV	.....	.....
Nampa	KFXD-TV	.....	.....
ILLINOIS			
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,570,000	.....
Peoria	WEEK-TV	.....	81,748
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	235,000	.....
Indianapolis	WFBM-TV	365,000	.....
Lafayette	WFAM-TV	.....	15,500
Muncie	WLBC-TV	.....	28,150
South Bend	WSBT-TV	.....	65,000
IOWA			
Ames	WOI-TV	136,104	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	53,114	.....
KANSAS			
Hutchinson	KTVH	33,735	.....
KENTUCKY			
Louisville	WAVE-TV	286,695	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	22,000	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	486,913	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,069,414	.....
Springfield	WHYN-TV, WWLP	.....	40,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	208,925	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	224,000	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Duluth	WFTV	.....	23,070
Minneapolis	WCCO-TV	386,400	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	38,500	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	300,658	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	521,000	.....
Springfield	KTTS-TV	22,832	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	190,196	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,945
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	533,306	.....
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	.....
Rochester	WHAM-TV	190,000	
Schenectady	WRGB	273,700	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	120,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	333,538	.....
Greensboro	WFMY-TV	172,374	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	772,577	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,397
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	51,500
Zanesville	WHIZ-TV	.....	8,000
OKLAHOMA			
Lawton	KSWO-TV	29,956	.....
Okla. City	WKY-TV	217,923	.....
Tulsa	KOTV	145,600	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

287,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why

KRLD-TV

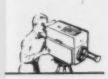
is your best buy

Channel 4 Represented by

The BRANHAM Company

$'s Go Further, Do More, on WLW radio

. . . because of the promotion, exploitation and merchandising by WLW's client service department



Give Your RADIO PERSONNEL *Professional* TV TRAINING!

The transition from radio to television is a great deal simpler and smoother if your personnel problems are solved. One method is to train your present radio staff now for future television duty.

To meet the growing need for television manpower, Southeastern has devised a professional TV PRODUCTION COURSE of only six weeks' duration. It is taught by television career men in a fully-equipped, modern TV Studio, and involves practical working experience on a regular telecasting schedule. Upon graduation, the student is thoroughly qualified to handle TV production.

Southeastern also offers a professional six-week course in TV Engineering, which includes complete maintenance instruction and practice. Write for the full story today . . . and solve your personnel problems of tomorrow!

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE
2317 12th Ave., So.
NASHVILLE, TENNESSEE

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	104,528
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	31,636
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	669,821	.....
Lancaster	WGAL-TV	230,853	.....
New Castle	WKST-TV	.....	42,391
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,398,000	.....
Pittsburgh	WDTV	683,000	.....
	WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	96,628
York	WSBA-TV	.....	61,330
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV	.....	31,500
Greenville	WGVL	.....	.....
SOUTH DAKOTA			
Sioux Falls	KELO-TV	34,268	.....
TENNESSEE			
Memphis	WMCT	215,163	.....
Nashville	WSM-TV	119,265	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	27,402	.....
Austin	KTBC-TV	41,850	.....
Dallas	KRLD-TV, WFAA-TV	287,000	.....
El Paso	KROD-TV, KTSM-TV	27,065	.....
Ft. Worth	WBAP-TV	261,851	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	261,500	.....
Longview	KTVE	.....	.....
Lubbock	KCBD-TV, KDUB-TV	30,052	.....
San Angelo	KTXL-TV	.....	.....
San Antonio	KEYL, WOAI-TV	150,937	.....
Wichita Falls	KFDX-TV, KWFT-TV	37,500	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	121,559	.....
VIRGINIA			
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	175,010	.....
Richmond	WTVR	172,467	.....
Roanoke	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	271,000	.....
Spokane	KHQ-TV, KXLY-TV	34,395	.....
Tacoma	KMO-TV, KTNT-TV	271,000	.....
Yakima	KIMA-TV	.....	2,500
WEST VIRGINIA			
Huntington	WSAZ-TV	202,437	.....
WISCONSIN			
Green Bay	WBAY-TV	54,616	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,000
Milwaukee	WTMJ-TV	441,642	.....
Oshkosh	WOSH-TV	.....	4,000

Total Stations on Air 215*
Total Cities with Stations on Air 150*
Total Sets in Use 26,165,941

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.

'Lucy,' 'Racket Squad' Lead Nielsen TV List

CBS-TV's *I Love Lucy* and its summer replacement, *Racket Squad*, took top positions in the Nielsen-Ratings for television programs for the two weeks ending July 11. Complete listings follow:

NATIONAL NIELSEN-RATINGS
Top Television Programs
Nielsen-Rating

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,794
2	Racket Squad (CBS) (Philip Morris & Co., Ltd.)	9,184
3	Dragnet (NBC)	8,212
4	Robt. Montgomery Presents (NBC) (Johnson, S. C., & Son)	7,714
5	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	7,591
6	Pabst Blue Ribbon Bouts (CBS)	7,547
7	Westinghouse Theatre (CBS)	7,394
8	Ford Theatre (NBC)	7,053
9	Best of Groucho (NBC)	6,827
10	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	6,670

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	45.9
2	Racket Squad (CBS) (Philip Morris & Co., Ltd.)	40.9
3	Dragnet (NBC)	37.4
4	Westinghouse Theatre (CBS)	36.5
5	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	34.4
6	Pabst Blue Ribbon Bouts (CBS)	33.1
7	Ford Theatre (NBC)	33.0
8	Robt. Montgomery Presents (NBC) (Johnson, S. C., & Son)	32.6
9	What's My Line (CBS)	32.0
10	Arthur Godfrey's Scouts (CBS)	31.4

Copyright 1953 by A. C. Nielsen Co.

No Hiatus Here

TV VIEWING drops off in summertime? At least two New York television stations have come up with figures to show the opposite. WCBS-TV quoted American Research Bureau figures as showing that the station's average daytime quarter-hour rating went from 4.2 for the November-April period to 4.3 for May through July. Considering the interim increase in set ownership, this gain was calculated to mean more than 10% increase in daytime viewers per quarter-hour. WABC-TV, meanwhile, cited Telepulse figures to show its evening *7:15 News Final* show's share of audience went from 8.5% in April to a new high of 10.9% in July, representing a 28% increase in audience share.

'Lucy' Tops 'Hooperade' In Five of Six Markets

CBS-TV's *I Love Lucy* was the top TV program in five of the six cities in the "Hooperade of TV Stars" for the June 26-July 2 period, according to an announcement last week by C. E. Hooper Inc. The ratings showed CBS-TV's *Arthur Godfrey's Talent Scouts* in first place in the sixth city, Boston, with *I Love Lucy* third. "Hooperade" covers the cities of New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

In this 5-Station Market,

WSYR is FIRST

Any way you look at it

PULSE OF SYRACUSE
April, 1953

72 15-Min. Periods, 6 a.m. to Midnight
WSYR FIRST . . . in 50 periods
WSYR SECOND in 22 periods
(that's all there is)

NIELSEN 1952

WSYR FIRST
by 47% to 212%

SAMS 1952

WSYR FIRST
by 29.8% to 239%

WSYR ACUSE
570 KC

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV — *the Only Complete Broadcast Institution in Central New York*

NEED MEDIA FACTS, PORTER SAYS

Ben Sanders, KICD Spencer, elected president of Iowa group which opposed continued commercial operation of WOI-TV Ames after other facilities become available.

ADVERTISERS and media must develop improved ways of providing the facts needed by those who spend advertising dollars, Arthur A. Porter, vice president of Leo Burnett Co., Chicago agency, told the Iowa Broadcasters Assn. at its July 31 meeting in Des Moines.

The association heard several speakers and elected these officers: Ben Sanders, KICD Spencer, president; Ken Gordon, KDTH Dubuque, vice president; W. W. Woods, WHO Des Moines, secretary-treasurer; Herbert Ohrt, KGLO Mason City, director. Ed Breen, KVFD Fort Dodge, past president, continues on the IBA board.

A statement was adopted voicing unalterable opposition "to the continuance of WOI-TV as a commercial station after other facilities become available." IBA adopted a resolution calling for resistance to attempts by networks or any other sources "to cut rates in any form whatsoever, or to lower the standards of broadcasting."

Mr. Porter said radio has lost 46% of its share of the national advertising dollar since 1945 and is below its 1935 position. "Back in 1935," he said, "radio was getting 22% of the national advertising market, in 1945 37%, but by 1952 the percentage had fallen back to 20%." He added that magazines have dropped about 22% since 1945 and newspapers, while better off today than in 1945, have lost 34% of their market compared to 1935.

Referring to the practice of translating program audience into the commercial audience, Mr. Porter cited figures supplied by national magazines on the percentage of people who read a specific ad in a particular issue. He said, "This is the point that must eventually be reached in broadcasting—not how many people we reach with a program but how many people we reach with a commercial, and what it really costs to get our message across."

Ralph Hardy, NARTB vice president, said that practically all the sources that plague broadcasters—legislative or public relations—could become the industry's best friends. "Most of our problems from a Washington angle arise from lack of understanding of our problems and needs," he said. He suggested the Johnson baseball bill, sidetracked by Congress, is important because it is the first legislative attempt to deal with the problem of TV competition. The bill is being closely watched by many other industries that feel the influence of TV, he added.

REC-NE Elects Masse

C. HERBERT MASSE, WBZ-TV Boston sales manager, has been elected president of the Radio Executives Club of New England for the 1953 - '54 season. Other officers elected are: Paul H. Provandie, Hoag & Provandie Inc., first vice president; Emmett J. Heerdt Jr., WEEI Boston, treasurer, and Robert C. Foster, Robert C. Foster Inc., secretary. Committee chairmen named by Mr. Masse are: Harry Wheeler, WVDA Boston, rules and constitution; Tom Meehan, WBZ, Christmas party; Rudolph Bruce, N. E. Coke Co., membership; Marie H. Houlahan, WEEI, publicity, and George Perkins, WHDH Boston, break-up party.

Mr. Masse

'Direct Mail Capital'

FOR the 36th convention of the Direct Mail Advertising Assn. Sept. 30-Oct. 2 at the Hotel Statler in Detroit, that city has been proclaimed the "Direct Mail Capital of the World" by Mayor A. E. Cobo. Some 1,000 direct mail advertising men from the U. S. and Canada will attend, according to William Power, advertising manager of Chrysler Division of General Motors Corp., convention chairman.

SRA Meet in Chicago

STATION Representatives Assn. will hold a series of clinics in Chicago, probably this fall, similar to those being held now in New York with advertisers and agencies. Plans were discussed at luncheon given July 30 for Reg Rollinson, SRA director of advertiser relations. He spoke informally at Chicago session attended by personnel from 16 station representative firms.

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Last year, WDAY was swamped with 145,659 letters and postcards from its listeners! This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY—an average of slightly over 399 letters per day, including Sundays and holidays!

NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC., Exclusive National Representatives

Muter Again Heads RETMA Awards Unit

LESLIE F. MUTER, The Muter Co., Chicago, has been reappointed chairman of the Annual Awards Committee of the Radio-Electronics-Television Manufacturers Assn. by Board Chairman Robert C. Sprague. The committee nominates the person or company which in its opinion has made the greatest contribution to the radio-electronics-television industry. The RETMA Medal of Honor was first presented in 1952, to RCA's Brig. Gen. David Sarnoff, and in 1953 to GE's Dr. W. R. G. Baker. In addition to Mr. Muter, members of the RETMA awards committee are Robert C. Sprague, board chairman; Glen McDaniel, president; Robert S. Alexander, Set Div.; R. E. Carlson, Tube Div.; R. G. Zender, Parts Div., H. J. Hoffman, Technical Products Div.; Sidney Harman, Amplifier & Sound Equipment Div. Also members of the committee are the following past presidents of RETMA: Max Balcom, Sylvania; Paul V. Galvin, Motorola; A. D. Plamondon Jr., formerly Indiana Steel; H. B. Richmond, General Radio.

Calif. Radiomen Demand Hearst Name 'Communists'

DEMAND for identity of local radio commentators allegedly disseminating communist propaganda, as charged in a recent *Los Angeles Herald-Express* editorial, has been made by the Radio & Television News Club of Southern California to publisher David Hearst.

No Identity

Frank Burke Jr., president of the Southern California Broadcasters Assn. and general manager of KFVD Los Angeles, made a similar written request to Mr. Hearst following publication of the July 16 editorial which did not identify the commentators or stations involved.

George Martin Jr., president of the news club, pointed out that the editorial's tenor cast "reflection upon radio and television news men in the area" and that the "unfairness of such a situation is obvious."

RETMA Committeemen

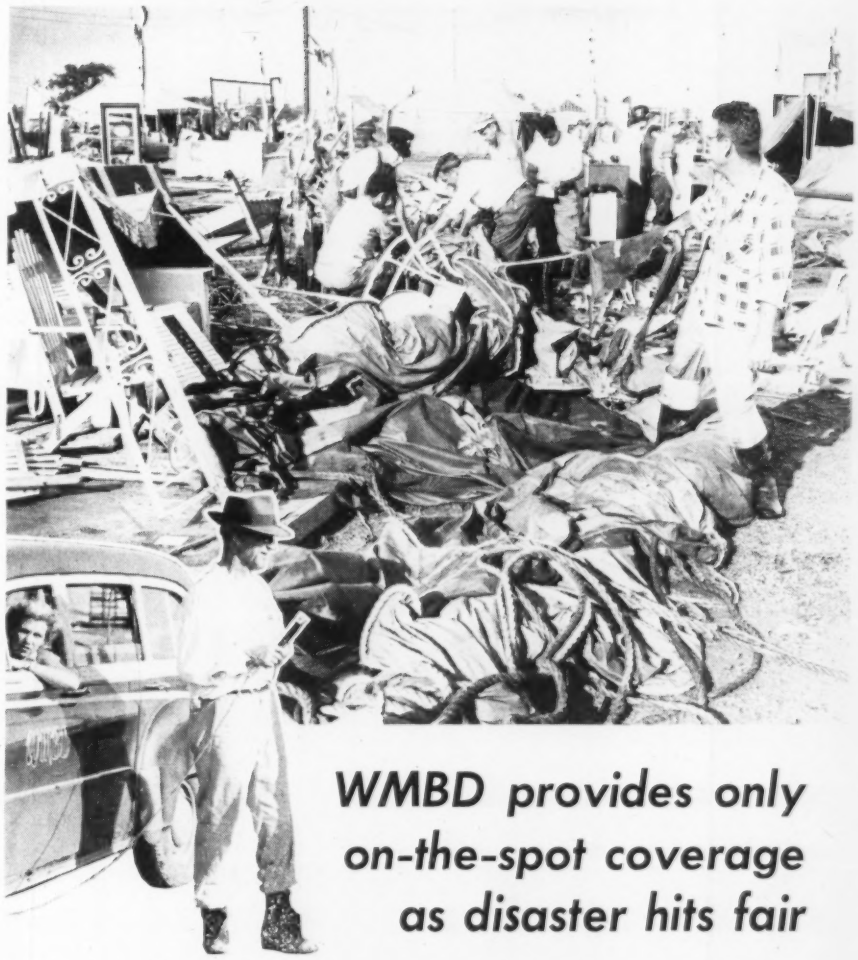
THREE committee chairmen were named last week by Robert C. Sprague, chairman of the board of Radio-Electronics-Television Mfrs. Assn. Paul V. Galvin, Motorola Inc., was reappointed chairman of the committee surveying subscription TV, focusing on possible affects on the telecasting of sports, theatrical presentations and other events.

H. A. Pope, National Union Radio Corp., was named chairman of the credit committee. Glen McDaniel, RETMA general counsel, was reappointed chairman of the legal committee.

RETMA Reports Tube Sales

FACTORY sales of cathode-ray and receiving tubes in the first six months of 1953 were valued at over a quarter-billion dollars, according to Radio-Electronics-Television Mfrs. Assn. June sales exceeded $47 million. Factories sold 5,197,071 cathode-ray tubes the first half of the year. Receiving tube sales totaled 243,160,348 units.

Obviously OUTSTANDING . . .



WMBD provides only on-the-spot coverage as disaster hits fair

WMBD was the *only* Peoria radio station to provide timely coverage at the scene of the Heart of Illinois Fair which was severely damaged by a storm with hurricane force winds which roared out of the night on July 4th.

WMBD's News Director, Brooks Watson, arrived on the scene at 5:00 A.M. Broadcasting under emergency power, he gave listeners on-the-spot coverage . . . describing the damage and the efforts of the workers to get the Fair back in shape.

Then on the evening of July 5th, another storm hit Peoria. Once again, WMBD was the only station to serve the area by staying on the air all night, broadcasting storm conditions and highway information, calling auxiliary police and performing other much needed services.

This type of exclusive on-the-spot public service reporting is another reason why listeners turn first to WMBD . . . Peoriarea's favorite radio station.

To *sell* the Heart of Illinois *buy* WMBD.

See Free & Peters

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network

5000 Watts

COLOR TV GAINS MOMENTUM: FCC CALLS FOR COMMENTS

Commission issues its Notice of Proposed Rule Making following the petitions for approval of the NTSC standards. Six firms have asked that the system be approved, and CBS has won permission to colorcast on an experimental basis for three months beginning Sept. 10.

FCC ISSUED its expected notice of proposed rule making on color television Friday and called for comments by Sept. 8 on the proposed National Television System Committee's compatible color specifications, with counter comments due 15 days thereafter.

In response to requests for a waiver of the provision requiring a Washington demonstration before the FCC would consider new standards for color TV—included in its June 1950 order establishing the CBS-sponsored field sequential system—the Commission said that no Washington demonstration would be necessary at this time. "The Commission will determine at a later date whether during the course of the proceeding a signal on the air in Washington will be required," the FCC notice said.

The Commission's unanimous order also said that in subsequent notices it would specify the time and nature of demonstrations and tests and "such other proceedings as may be necessary." Unless controversy develops, it is believed that the Commission is hopeful that the proceedings can be covered largely by written documents.

Action At Second Meet

The Commission's action was taken after a half-day discussion with the staff last Thursday. This was the second meeting on the subject of color TV in which the Commission has engaged since RCA-NBC filed the first petition asking for commercial authorization of the NTSC standards last June [B•T, June 29]. Since then, five other petitions favoring this step have been filed—by NTSC, GE, Philco, Sylvania, and Motorola. (Hazeltine filed a letter supporting the NTSC brief last week.)

Also supporting the NTSC standards is CBS, which last week received FCC approval to begin network colorcasting with the compatible standards during regular program hours —but only for sustaining programs. The CBS authorization gave the network permission to start on an experimental basis Sept. 10.

The Commission related the history of the proceedings leading to the adoption of the non-compatible field sequential system in 1950, and referred to the statement then that if a compatible system had been shown to be feasible it would have preferred it. The Commission also said it had been kept advised of the progress of the NTSC's work in developing a compatible color system. The NTSC, composed of technicians from leading radio-TV and electronics manufacturers, under the sponsorship of the Radio-Electronics-Television Manufacturers Assn., was formed in 1950 for the specific purpose of developing a compatible color system.

Although the Commission made no direct reference to the admissions of some petitioners that they cannot now meet the criterion which requires a new color system to permit the sale of receivers at a price available to the mass of the American public, it did note that "petitioners have made the required showing that the proposed system has a reasonable prospect of satisfying the listed criteria to the extent necessary for the institution of rule-making proceedings."

Hazeltine's letter stated that it is "satisfied . . . that the basic principles upon which the NTSC proposal is built and the engineering work by which those principles have been applied to the construction of a complete color TV signal specification, are sound." It said it would file comments on the NTSC proposal at the proper time.

The FCC's authorization to CBS to begin network color broadcasts over the "lines" of AT&T was for a three-month period, to end Dec. 10. The Commission's order said that CBS proposes to study the technical problems involved in color broadcasts and to determine the character of reception on conventional monochrome television receivers. The Commission warned that its grant to CBS should not be construed as approval of the NTSC standards.

Full text of FCC's Notice of Proposed Rule Making on color TV (Mimeo No. 93247) will be reprinted in FOR THE RECORD *in next week's* BROADCASTING • TELECASTING.

From manufacturers came two estimates last week of color TV's future.

William J. Halligan, president of the Hallicrafters Co., predicted FCC approval for the compatible NTSC standards around the first of the year, estimated 50,000 color sets in 1954, with 14-in. sets costing from $900 to $1,000. Color TV will really hit its stride in 1956, Mr. Halligan figured, bringing "a bonanza period that will last for ten years." Mr. Halligan said the first color picture tubes would cost $200 or more, with the sets requiring 36 to 40 receiving tubes. In showing a Hallicrafters' laboratory color TV model, Mr. Halligan said it contained 41 receiving tubes, an RCA metal picture tri-colored tube and cost the company "I guess" about $400,000. Mr. Halligan made his remarks at a dealer convention in Chicago's Drake Hotel last week.

Color TV will progress slowly at the outset, become quite important from a sales standpoint in 1956 or 1957, Paul V. Galvin, president of Motorola Inc., Chicago, said last Tuesday.

Galvin Predicts

In a statement prepared for B•T in connection with Motorola's petition to the FCC on colorcasting, Mr. Galvin predicted that until the medium does develop sufficiently "black and white receivers will continue to represent substantial volume and profit."

"For one thing it will resolve quickly any mystery or confusion remaining in the public mind about the developmental status of color television," Mr. Galvin stated. "Even more important it will act as a spur to competitive activity leading toward the time when a color receiver can eventually be produced to fit within the budget range of the typical American home."

The Motorola president expects initial deliveries of color sets sometime next year with output limited by supply of available tubes. He said size of the initial picture will be "somewhat smaller than the black and white we are used to and the price will be three to four times higher than a comparable black and white receiver."

Motorola hopes to reap a "reasonable percentage" of the early market for color video, he added.

COURT OF APPEALS UPHOLDS ALLOCATIONS

Decision is the first to back up FCC's TV allocations table. Court turns down Peoples Broadcasting's appeal in WGAL-TV channel switch.

FCC has the right to establish a nationwide TV allocations plan, the U. S. Court of Appeals in Washington ruled last week. This is the first court decision upholding legality of the Commission's table of allocations for TV, under attack in various court appeals.

The Finding

A three-judge court found that: "The purposes of the creation of the Commission, as expressed by Congress, and the mandates pursuant to the purposes, enumerated at great length in the statute, furnish ample support for this action."

The Court of Appeals decision came in the Lancaster, Pa., case, where Peoples Broadcasting Co. (WLAN-AM-FM) had appealed from an FCC ruling permitting WGAL-TV to move from Ch. 4 to Ch. 8 temporarily pending a hearing on Peoples' application for Ch. 8 [B•T, Dec. 22, 1952].

The court upheld the FCC action in authorizing temporary operation of WGAL-TV on Ch. 8 as "a practical solution of a problem which involved the public interest in the continuity and quality of television service."

Peoples' claimed that the Commission's move jeopardized its comparative hearing rights. The hearing, before FCC Examiner J. D. Bond, was completed in June and the parties are awaiting an initial decision from Mr. Bond.

In making its ruling, the Court referred to a point made in the revised Sec. 309(c)—the "protest" provision—which provides that an automatic stay is made mandatory except when an existing service is involved. Thus, said the court, WGAL-TV must be considered an existing licensee, even though it had to move from Ch. 4 to Ch. 8 under the FCC's revised table of allocations. The Commission substituted Ch. 8 for Ch. 4 in its end-of-the-freeze order because of interference with Ch. 4 stations in New York and Washington [B•T, April 14, 1952].

Peoples' Argument

Peoples' argument that the Commission could not modify a license without an application from the licensee was denied by the court. The judges held that Sec. 316(a) permits the FCC to modify a license without an application. WGAL-TV's change from Ch. 4 to Ch. 8 was made upon a show cause order by the FCC.

The unanimous opinion was signed by Circuit Judges E. Barrett Prettyman, James M. Proctor and David L. Bazelon. Appeals, questioning the legality of the Commission's table of allocations, are on file with the U. S. Court of Appeals from Hearst Corp. (Milwaukee), and Logansport (Ind.) Broadcasting Corp.

"more comment than any other advertising"

Over a year ago, Haymarket Mills of Nashville started a small announcement schedule over WSM-TV to sell their stone ground Haymarket Corn Meal. Since then, the schedule has been increased several times through Buntin-Smith and Associates. Here, in the words of an official at Haymarket Mills, are the reasons for the increases:

"... these announcements have provoked more comments from dealers and consumers than any other advertising we have used. Our jingle is a familiar tune throughout this area. It is for these reasons that our television schedule has been increased from time to time. WSM-TV now receives more of our annual advertising budget than any other medium."

If you want to grind out a similar success story for your product, better put WSM-TV to work for you. Irving Waugh or any Petry Man can give you, show you, many success stories to match this one.

Channel 4

WSM-TV

Nashville

'PAPER WORK' DELAYED DEAN CHOICE

Although both the GOP Natoinal Committee and the Senate Commerce Committee let the word out that South Dakota broadcaster Bob Dean was 'cleared' for appointment to FCC, the nomination didn't arrive from the White House before Congress closed down. His case is reported still strong.

COMPLETION of "paper work" was assigned as the reason for the delay in the appointment of Robert J. Dean, South Dakota broadcaster, to the FCC last week, after semi-official word had gone out from the Republican National Committee and the Senate Interstate & Foreign Commerce Committee that his name had been "cleared" by the White House.

Mr. Dean left Washington by car last Sunday with Senator Francis Case of South Dakota, his chief sponsor, confident that his appointment, on an interim basis, would be forthcoming. He said he was returning to Rapid City, S. D., prepared to sell his 55% interest in KOTA to his principal associates, and ready himself for his FCC service in Washington. Mr. Dean momentarily has expected his appointment for the Commissionership vacated by Paul A. Walker, Democrat, last June 30.

There were desultory reports of other "candidates" for the Commissionership, but in responsible quarters it was conceded last week, as it had been the week before, that Mr. Dean has had no serious competition since Charles H. Garland, KOOL Phoenix, had been offered the secretaryship of the FCC as an alternative, and promptly rejected it [B•T, Aug. 3]. Mr. Dean's appointment would give the FCC four Republican members for the first time since its creation in 1934.

Word Was Out

Prior to the adjournment of Congress on Saturday, Aug. 1, word had gone out that Mr. Dean's nomination had been transmitted to the Senate, with hope of confirmation prior to the session's end. Sen. John Bricker, new chairman of the Commerce Committee, had scheduled hearings on the nomination of former Rep. John W. Gwynne of Iowa, for the Federal Trade Commission, and also advised Mr. Dean that the committee was prepared to hear him, if the nomination were transmitted from the White House. That did not happen, however, and no reason is given beyond the statement that the name had been "cleared" but that the President had not signed the necessary papers.

Such stalwarts as Sen. Edwin C. Johnson, as well as Mr. Bricker, had stated openly that Mr. Dean would be nominated and confirmed prior to adjournment. The Republican Committee, in fact, authorized the statement that Mr. Dean's nomination would be forthcoming. This was broadcast throughout the broadcast fraternity.

In some quarters, it was hazarded that the liaison between the GOP headquarters and the White House had become "unglued" and that while Chairman Leonard W. Hall had approved the Dean appointment, it had collided with opposition within the White House secretariat. There was no confirmation of this. At the White House, it was stated simply that the President had been preoccupied with important matters which consumed all of his time and that nothing yet had been done on the FCC vacancy.

Last Friday, as the White House staff prepared to move with the President to summer quarters in Denver, the word was that Mr. Dean's nomination was imminent. But there was the report, too, that if another formidable candidate, with strong backing, appeared in the picture, the whole matter might be reopened.

Meanwhile, the supporters of Mr. Garland hadn't officially given up the ghost, despite reports the Arizona broadcaster had "withdrawn." This was denied in his behalf, although there was no outward optimism about his appointment.

Mr. Dean has agreed to accept the FCC Commissionership on an interim basis. That means he would serve without pay until the next session of Congress, which would be called upon to enact special legislation to reimburse him for back pay, on the basis of the $15,000 annual stipend.

The nomination, for the full seven-year term, then would have to be made by the President. The "without pay" requirement stems from the fact that the vacancy existed for more than 30 days, while Congress was in session, and that the President could have made an appointment during that period with the consent or the rejection of the Senate.

Democrat Says TV Film Sells GOP AF Viewpoint

THE DEMOCRATIC National Committee has been handed a political problem which involves equal time from stations, a problem that continally has vexed the broadcaster.

The current situation involves the charge by Rep. Samuel W. Yorty (D-Calif.) that Republican Congressmen are preparing an "insidiously clever" TV program to "try to sell the American people a bill of goods." The "goods," according to Rep. Yorty, are the Air Force cuts pressed by the Administration in Congress this year.

Equal Time Demanded

Rep. Yorty asserted, "I believe that every TV station which donates time for exhibition of the Republican TV film should donate equal time to the Democrats to give the people our version of the need for adequate American air power."

The Congressman, who backed up his accusation with what he claimed to be an actual script, said the film is being financed by the Republican Party and produced under the direction of GOP policy leaders in Congress.

Rep. Yorty said the GOP has called upon "advertising agency methods" to sell its Air Force program. "I view with great concern the fact that such sales techniques, perhaps justifiable in the commercial field, are now being skillfully adapted to politics, not to enlighten the people with facts, but rather to distort the facts."

He added, "I am sure no one can object to use of professional advice to make political radio and TV programs interesting—to give them good continuity and timing. But this is not the same as employing devious and deceptive techniques to create erroneous impressions."

Report to People

PRESIDENT Eisenhower again gave aural broadcasting exclusive right to a major report to the people when he was heard on all four radio networks Thursday, 9:30-10 p.m. Newsreel TV excerpts were permitted at conclusion of the radio talk. Last June 3 he made a simulcast report to the people, using TV staging devices to hold a discussion with four Cabinet members [B•T, June 8].

NASHVILLE WINS THIRD VHF OUTLET

FOR the second week in a row, Nashville acquired another vhf TV station as FCC on Wednesday authorized vhf Ch. 5 to WLAC there upon withdrawal of the competitive application of WKDA Nashville. WKDA acquires option for 50% interest in the TV venture.

A fortnight ago, the second vhf station was approved for Nashville as FCC granted Ch. 8 to WSIX after the dismissal of the mutually exclusive bid of WMAK there. WMAK holds option for 25% interest in the TV outlet. [B•T, Aug. 3].

Nashville has one pre-freeze operating station, WSM-TV, on vhf Ch. 4. The only other vhf assignment there is reserved educational Ch. 2, for which an application is pending by the Nashville Educational Television Foundation [B•T, June 15]. Both uhf Chs. 30 and 36 are unsought.

In its only other new TV station grant last week, FCC authorized vhf Ch. 4 at Valley City, N. D., to North Dakota Broadcasting Co., a John W. Boler interest and licensee of KCJB Minot and KSJB Jamestown, N. D.

The Nashville Ch. 5 grant specifically is for nearby Old Hickory, Tenn. The assignment was removed from the principal city to correct an allocation error. The station, however, will serve the entire Nashville market area.

FCC made the Ch. 5 grant to Life & Casualty Insurance Co. of Tennessee, WLAC licensee, "without prejudice to any action the Commission may take on any future application to effectuate the agreement made Aug. 4, 1953, with Capitol Broadcasting Co., which withdrew its competing application." The licensee of WKDA, Capitol is a partnership of A. G. Beaman and T. B. Baker Jr.

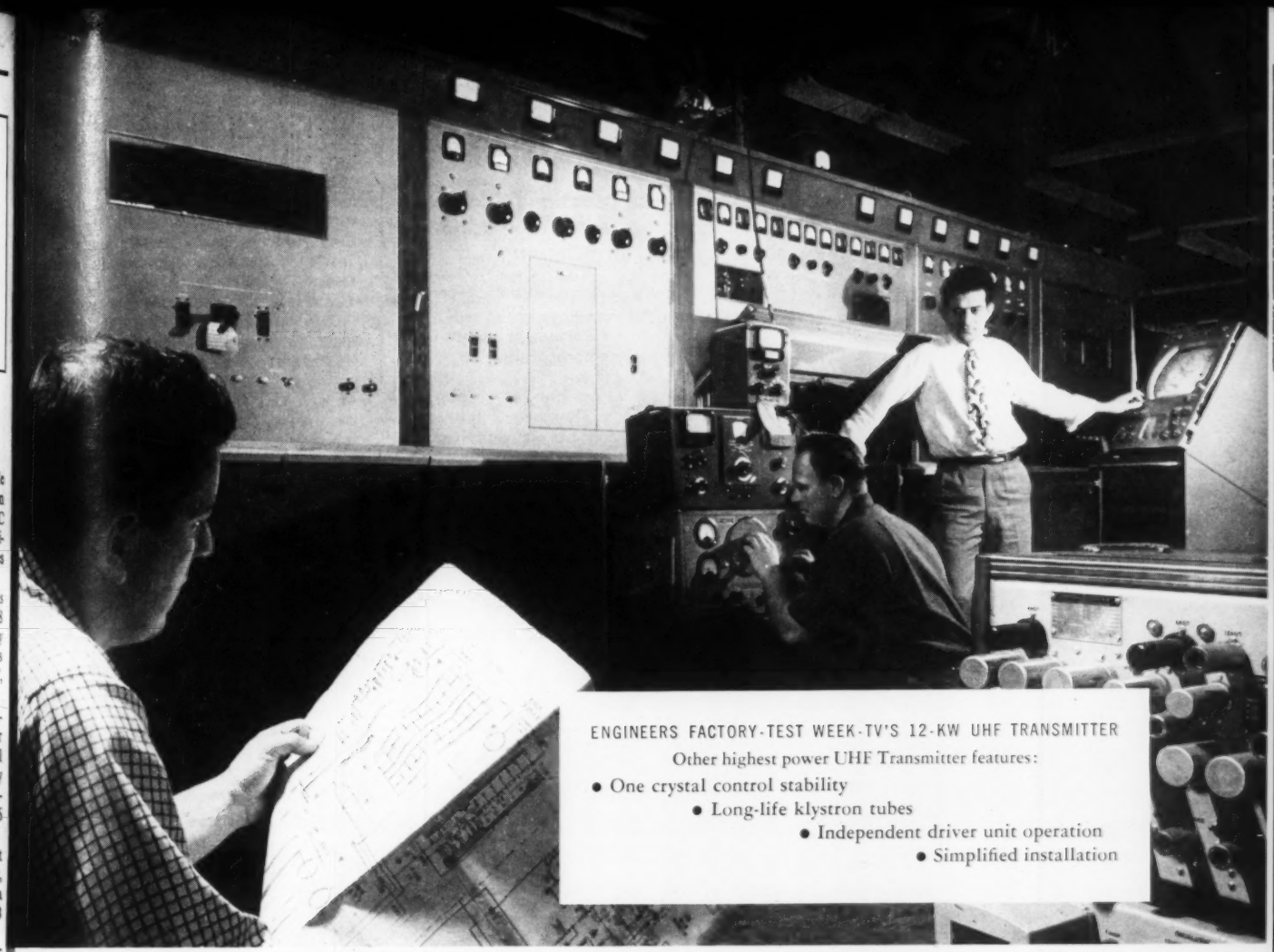
Under the proposal, Life & Casualty will form a new corporation to be known as WLAC-TV Inc. Its capitalization will consist of 2,000 shares of stock, $100 par. Messrs. Beaman and Baker are given the option for 18 months to purchase one-half of the WLAC-TV Inc. stock at par value. Life & Casualty will hold the remaining 50%.

The agreement further provides that Life & Casualty will nominate the chairman of the board, president and vice president of WLAC-TV Inc. while Mr. Beaman would be secretary-treasurer and Mr. Baker executive vice president and general manager of the TV station. Mr. Baker is general manager of WKDA, which would be disposed of in the event the option is exercised.

Details of the grants follow:

Valley City, N. D.—North Dakota Bcstg. Co. (KSJB Jamestown, KCJB Minot) granted vhf Ch. 4; effective radiated power 10.7 kw visual and 5.37 kw aural; antenna height above average terrain 660 ft.

Old Hickory (Nashville), Tenn.—Life & Casualty Insurance Co. of Tennessee (WLAC) granted vhf Ch. 5; ERP 100 kw visual and 50.1 kw aural; antenna height above average terrain 930 ft.



ENGINEERS FACTORY-TEST WEEK-TV'S 12-KW UHF TRANSMITTER

Other highest power UHF Transmitter features:

- One crystal control stability
- Long-life klystron tubes
- Independent driver unit operation
- Simplified installation

G-E 12-KW UHF TRANSMITTER BOOSTS WEEK-TV COVERAGE . . .

Reliability... Power!

"We picked G-E not only for maximum UHF signal strength, but with first-hand knowledge of outstanding General Electric equipment performance."

WAYNE LOVELY
Chief Engineer
WEEK-TV, Peoria, Ill.

TODAY, with a factory tested G-E 12-KW UHF Transmitter, "more than a million viewers can enjoy WEEK-TV programs." Station WEEK-TV, Peoria, Ill., set a pattern for other mid-west stations immediately after it opened. Operating with an interim General Electric 100-watt transmitter, WEEK-TV's effective signal strength reached 50 miles! Now—with the new, highest powered 12-KW UHF Transmitter, station officials are even more proud of their success in outlying fringe areas...and even more confident of G-E equipment performance! *General Electric Company, Section 283-10, Electronics Park, Syracuse, New York.*

Complete Television Equipment for VHF and UHF

GENERAL ELECTRIC

COMMITTEE PROBES OF RADIO-TV FIELD HIGHLIGHT 83D CONGRESS' FIRST SESSION

Congress was active in committee probing and questioning of a number of broadcast matters. More action is expected next January in the second session. Important bills pend in committees.

IT WAS NOT a "do-nothing" Congress in radio-TV affairs.

The first session of the 83d Congress, which ended last Monday, touched upon a host of broadcast matters, ranging far and wide and affecting both radio and television with equal force.

Most of the work—the questioning and the probing—was done in committee. Actual legislation passed on radio and television was nearly nil; Congress' influence affecting the industry was very great. The influence apparently will be even greater next year. There are a number of topics in the field which will be carried over to the second session that begins Jan. 6, 1954.

In brief, the highlights of the first session were as follows:

• TELEVISION—The Congress, through its Senate and House Interstate & Foreign Commerce Committees, threw the spotlight first on color television, next on educational video and with gusto on the FCC's TV application processing line.

• BASEBALL—The Senate was the scene of Sen. Edwin C. Johnson's strong but temporarily unsuccessful bid to permit the big leagues to restore rule 1 (d) which prohibited broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park.

• RADIO TREATY—The North American Regional Broadcasting Agreement (NARBA) apportioning the AM spectrum among the countries of the North American hemisphere (excluding Mexico and Haiti) failed to clear the Senate. A detailed hearing was held last month on the treaty, which has been awaiting ratification since 1951 [B•T, July 13].

• COMMITTEE CHAIRMANSHIP—In the last days of the session, Sen. Charles W. Tobey (R-N. H.), who was chairman of the Senate Interstate & Foreign Commerce Committee since the Republicans assumed control of the Congress in January, died after suffering a heart attack. He was succeeded by Sen. John W. Bricker (R-Ohio), an educational TV advocate.

• GOVERNMENT REORGANIZATION—Congress went along with President Eisenhower's reorganization of the overseas information program. Voice of America is part of the new U. S. Information Agency. Congress also approved the creation of a new Hoover Commission to study the functions of government agencies.

• McCARTHY BILL—Sen. Joseph R. McCarthy (R-Wis.), in a bill now lodged in the Senate Commerce Committee, proposed that radio and TV stations record or film everything placed on the air.

• RADIO-TV COVERAGE—The first session of the 83d Congress saw the microphone and the television camera re-emerge as instruments used in the coverage of congressional committees. Temporary set-back was suffered by the media during the 82d Congress.

• FOUNDATION PROBE—The House in the last hours before adjournment okayed $50,000 for a special committee to investigate tax-exempt foundations. Committee work must be concluded by the end of next year. Rep. Carroll Reece (R-Tenn.) heads the group.

Sure to make the headlines in the radio-TV field next year are FCC's rate of progress in television—the Congress, prodded by Sen. Johnson (D-Colo.), earmarked $1,018,496 to be applied to the Commission's TV application processing in fiscal 1954; baseball broadcast coverage—Sen. Johnson can be expected to introduce a new bill [B•T, July 20]; NARBA's fate in the Senate; what to do about the McCarthy bill and the following important topics:

• BOX OFFICE TV — Where do subscription TV and theatre TV fit in the broadcast industry? Are they part of broadcasting as defined in the Communications Act, or should the act be amended so as to speak clearly on the subject? Rep. Carl Hinshaw (R-Calif.) already has let it be known he will press for a House Commerce Committee hearing on his HR 6431 which would redefine the term broadcasting so as to make box office TV a common carrier [B•T, Aug. 3, July 27].

• WOLVERTON BILL—Rep. Charles A. Wolverton (R-N. J.), chairman of the House Interstate & Foreign Commerce Committee, introduced a measure on the very last day of the session (last Monday). The bill (HR 6819) would set up a "Telecommunications Policy Committee." Its powers would be far reaching and would affect the allocation of the whole spectrum to users (see story this section).

'Dry' Forces

It is presumed there will be a new drive by the "dry" forces to push through legislation which would bar "liquor" advertising from the airwaves (see editorial, page 126). Procedure in the past has been for spokesmen to ask amendment of the proposal to include all alcoholic beverage advertising on radio and television. Next step would be to knock such advertising out of all media.

Sentiment prevails for amendment of Sec. 309 (c) of the Communications Act which permits protests against FCC grants on grounds of purposed injury. Rep. William L. Springer (R-Ill.) had been considering introduction of such a bill in the House [CLOSED CIRCUIT, July 27].

Also expected to come up during the second session are various amendments to the Communications Act which were left unanswered when the 82d Congress enacted into law the McFarland bill.

These are Sec. 315 of the Act (political libel); a requirement that a successful TV applicant purchase equipment from the unsuccessful applicant; the giving of authority to FCC to suspend station licenses and impose fines for violations of the Act; the prohibiting from practicing before FCC for one year of any Commissioner who resigns before his term expires; and a ban on so-called newspaper discrimination by FCC [CLOSED CIRCUIT, Aug. 3].

Here is both a thumbnail sketch of actions in Congress and status of pending legislation of interest to the radio-TV industry:

The Senate confirmed the nomination of Theodore C. Streibert as Director of the U. S. Information Agency. Also confirmed: Former Rep. John W. Gwynne (R-Iowa) to the Federal Trade Commission; Lewis L. Strauss, member of the RCA board, to the Atomic Energy Commission.

Congress approved the President's reorganization of the U. S. information program, which Mr. Streibert now heads.

RCA showed its compatible color TV system to the Senate Commerce Committee in mid-June and to the House Commerce Committee earlier in the spring. That was before the color system was submitted to FCC for approval.

The House Appropriations Committee struck out an Administration request for $40,000 to operate the uhf educational television channel reserved in the District of Columbia.

Status of bills:

• **HR 6431. To make subscription TV a common carrier. Rep. Carl Hinshaw (R-Calif.). Before House Interstate & Commerce Committee.**

• **HR 6819. To set up a Telecommunications Policy Committee. Rep. Charles W. Wolverton (R-N.J.). Before House Commerce Committee.**

• **S 2125. To make FCC require recordings and films of all that goes on radio and TV. Sen. Joseph R. McCarthy (R-Wis.). Before Senate Interstate & Commerce Committee.**

• **S 1396. To authorize adoption of rule 1 (d) respecting broadcasting or telecasting of professional baseball games. Approved by Senate Commerce Committee. No Senate action. Companion bills in House rest with Interstate & Foreign Commerce Committee there.**

• **S J Res 96. To set up Commission on Governmental Use of International Telecommunications (dealing with overseas communications in connection with U. S. information program). Reported by Senate Foreign Relations Committee. Passed Senate. Reported by House Foreign Affairs Committee. No House action.**

• **HR 5638. Claim by William L. Gleeson for compensation for losses claimed when he began construction of TV station that would have been on vhf Ch. 1. Rep. George P. Miller (D-Calif.) directed findings of fact from U. S. Court of Claims. [B•T, July 27].**

• **HR 6339. Special tax consideration to TV program producers under Excess Profits Act. Rep. Thomas B. Curtis (R-Mo.). Before House Ways & Means Committee [B•T, July 27].**

• **HR 6012. To provide a "civil remedy" for violations of Sec. 506 of Communications Act (designed to permit organizations to air in court their grievances with rulings of American Federation of Musicians). Rep. G. A. Dondero (R-Mich.). Before House Commerce Committee.**

• **HR 4458, 4557, 4559. Routine FCC bills passed by House. Reported by Senate Commerce Committee. Awaits Senate clearance. Respectively they would extend time FCC has to act on a protest from 15 to 30 days; would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and would reduce penalty provisions for violating Communications Act from felony to misdemeanor.**

• **S 2538. Sen. Hubert H. Humphrey (D-Minn.). To create a commission to study campaign expenditures (including costs of radio and TV to politics). Before Senate Rules Committee.**

• **S 2081. Sen. Thomas C. Hennings Jr. (D-Mo.). To regulate primaries and political party conventions and to revise upward the limit on campaign spending listing radio-TV time purchases. Senate Rules Committee.**

• **S Res 101. Sen. George A. Smathers (D-Fla.). Urges Senate Commerce Committee to investigate FCC's procedures in TV processing. Before Senate Commerce Committee.**

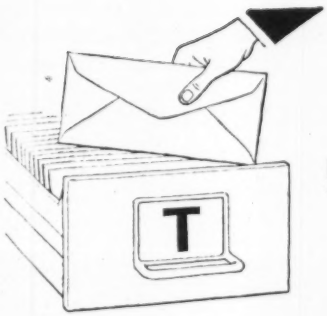
• **H Res 177. To amend House Rule 34 (to permit radio-TV coverage of House proceedings). Rep. John Jarman (D-Okla.). Before House Rules Committee.**

• **HR 2109. To permit radio-TV coverage of House proceedings, also would set up rules of procedure in committees. Rep. Jacob K. Javits (R-N. Y.). Before House Rules Committee.**

• **H Res 86. Would order House Judiciary Committee to study rights of witnesses before committees and would permit the ban of microphones and cameras if witness requests them to be off.**

Ike Kills Movie Bill

LEGISLATION (HR 157) to repeal the 20% tax on movie theatre tickets, sent to the White House July 24 [B•T, July 27], was disapproved Thursday by President Eisenhower. The action amounts to a "pocket veto" since Congress is not in session. The President said, "It is unfair to single out one industry for relief at this time." He added that the government would have lost $100 to $120 million annually under the bill.



LIVE ITEMS FROM OUR MORGUE

TRUCKS...

the "Customer of Customers" in American Business!

ANNUAL NEW TRUCK AND TRAILER PRODUCTION REQUIRES—

STEEL

1,732,000 tons of steel each year. This is as much as the annual capacity of one of America's largest steel plants.

ALUMINUM

15,180,000 pounds of aluminum. Enough to give a new pan to every family in the United States.

RUBBER

109,000 tons of rubber. Enough to make every man in the U.S. a new raincoat, hat and overshoes.

LUMBER

118,300,000 board feet of lumber each year. Enough to build a boardwalk six feet wide from New York to Los Angeles.

GLASS

24,000,000 square feet of glass. Enough to enclose all major league ball parks to the height of the Washington monument.

COTTON

95,000 bales of cotton each year. Enough to make a new dress for every housewife in the U.S.

Total annual purchases over $6,000,000,000

Each year since the war the trucking industry has purchased about 1 million new trucks, 60 thousand new trailers, 11 million replacement tires, 11 billion gallons of motor fuel, and 600 thousand quarts of oil and 9 million gallons of anti-freeze and $800,000,000 worth of parts and accessories. This makes it one of the biggest customers American business has for raw materials and finished products from every state.

In addition, the industry supports 31,149 retail truck dealers, 48,155 retail car and truck dealers and more than 72 thousand independent repair shops.

Hall L. Carey

President, American Trucking Associations

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D.C.

STREIBERT TAKES OVER AS USIA HEAD

Former MBS chairman is sworn in Wednesday to direct the new U. S. Information Agency.

THE important job of telling the world about the U. S., its policies and its objectives is in the hands of an experienced broadcaster, Theodore C. Streibert, former MBS chairman of the board [B•T, Aug. 3].

Last Wednesday Mr. Streibert took his oath as director of the new U. S. Information Agency, an independent office responsible to the President through the National Security Council. The oath was administered in the presence of President Eisenhower and high government officials by Frank R. Sanderson, administrative officer of the White House.

After the swearing-in ceremony, at which Mrs. Streibert was a witness, the President told Mr. Streibert now that he was head of a bureau he was a real bureaucrat.

"I'm on the squad," Mr. Streibert replied. "We've had a scrimmage. I hope I make your team."

Another prominent figure in the media world, Leonard F. Erikson, had been sworn in July 27 as a director of Voice of America, which operates within USIA. Mr. Erikson is a former vice president and director of McCann-Erickson, New York agency.

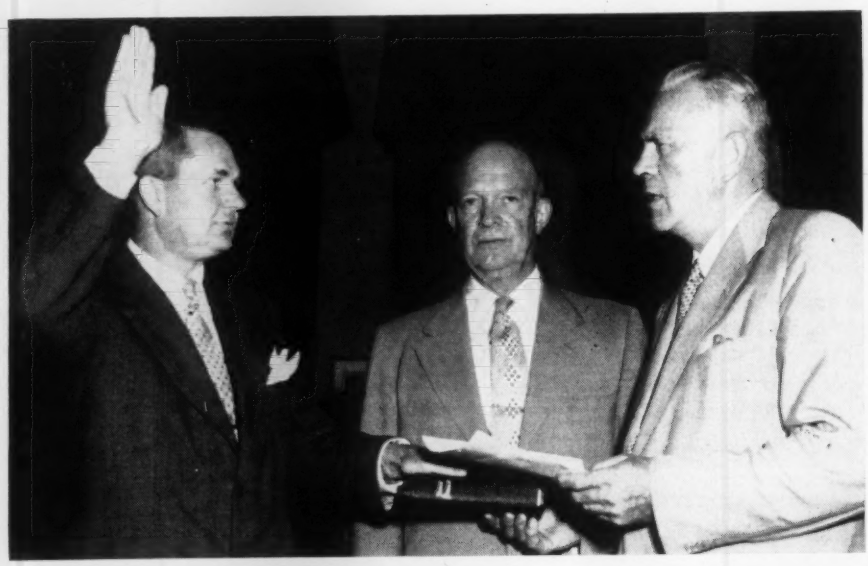
Mr. Streibert, who was appointed for an indefinite term, was confirmed by the Senate last Monday, the last day of the session.

As head of the new agency, Mr. Streibert will draw a salary of $17,500 a year.

Mr. Streibert was armed by the Congress with unusual authority over the hiring and firing for the USIA. In the approved appropriation, which gives the agency $75 million for fiscal 1954, Mr. Streibert was given the power to Jan. 1, 1954, to terminate the employment of anybody within the organization if he holds a civil service classification above GS-7 ($4,205 to $4,955 per year) and if he does not hold veterans preference.

Under the reorganization, Voice of America will move its headquarters from New York City to Washington by June 30, 1954. This will bring Mr. Erikson to the Nation's Capital.

Mr. Streibert for the time being has his Washington office at 1778 Pennsylvania Ave.



THEODORE C. STREIBERT takes the oath to become director of the new U. S. Information Agency. The oath was administered in the presence of President Eisenhower by Frank R. Sanders, White House administrative officer.

BILL WOULD SET UP SPECTRUM-USE UNIT

Rep. Wolverton's bill would create a government coordinating committee to dole out spectrum space to commercial, military and other users.

A BILL which would set up a government coordinating committee in charge of doling out spectrum space for commercial, military and other users was introduced in the House last Monday.

Rep. Charles W. Wolverton (R-N. J.), chairman of the House Interstate & Foreign Commerce Committee, proposed the measure (HR 6819). It was dropped in the hopper on the last day of Congress, signifying that it is one of the subjects the committee would like to take up in the second session next year.

The group would be called a "Telecommunications Policy Committee." The committee would "coordinate the development of telecommunication policies and standards and formulate plans and policies with respect to the best possible utilization of the radio spectrum and communications media in promoting the interests of the United States."

There are now two units which handle the problem of spectrum use. FCC handles space for commercial use while the Interdepartment Radio Advisory Committee (IRAC) suggests overall policy. When Haraden Pratt was Telecommunications Advisor to the President (his office was abolished recently), he reported on policy with the advice of IRAC members.

The FCC, the State Dept. and military services maintain representatives on IRAC.

Under the Wolverton bill, participating agencies on the committee would be the FCC, State Dept., Defense Dept. and Commerce Dept. The Bureau of the Budget would participate but would not have a vote. The President could add any U. S. agency he felt had an interest.

The committee would recommend to the agencies involved and to the President policies and programs as deemed in the public interest. It also could recommend Congressional legislation to carry out its findings.

Personnel and advisory units, as well as authorization for appropriations, are provided.

It was understood impetus for the new House measure was the Senate resolution which would have set up a telecommunications commission. Idea of that resolution was to promote study of comunications, particularly TV, in conjunction with the U. S. propaganda services.

But language of the resolution (S J Res 96) was broad and a feeling by Sen. Edwin C. Johnson (D-Colo.) that it would bring still another group into the sphere of domestic communications led the Senator to amend the resolution in the Senate, stripping away many of its powers [CLOSED CIRCUIT, Aug. 3]. The Senate-passed resolution, approved by the House Foreign Affairs Committee, did not clear the House.

Reasoning behind the sponsorship of the bill is that it would make a single group, through statutory authority, responsible for allocation of frequencies domestically and set a concrete policy for spectrum dealings with foreign countries.

Some Capitol Hill people feel spectrum space is being wasted. They argue the reservation and allocation of frequencies between the various government agencies could be made efficiently if one group is given full authority.

KDIA Auburn Deleted by FCC; Renewal Hearing Cancelled

KDIA Auburn, Calif., 250 w fulltime local outlet on 1490 kc, was deleted by FCC last Wednesday "effective immediately" for failure to prosecute its license renewal application in hearing status before the Commission on charges of violating provisions of the Communications Act and the Commission's rules.

FCC's hearing notice to Charles E. Halstead tr/as Diamond H Ranch Broadcasters, former KDIA licensee, specified issues concerning paid political broadcasts "by individuals who were not identified over the station's facilities and were unknown to the licensee," rebroadcasting of other stations' programs, maintenance of program and operating logs, maintenance of antenna tower and filing of annual ownership and financial reports. Hearing scheduled Aug. 13 at Auburn was cancelled.

Hearings Scheduled Sept. 4

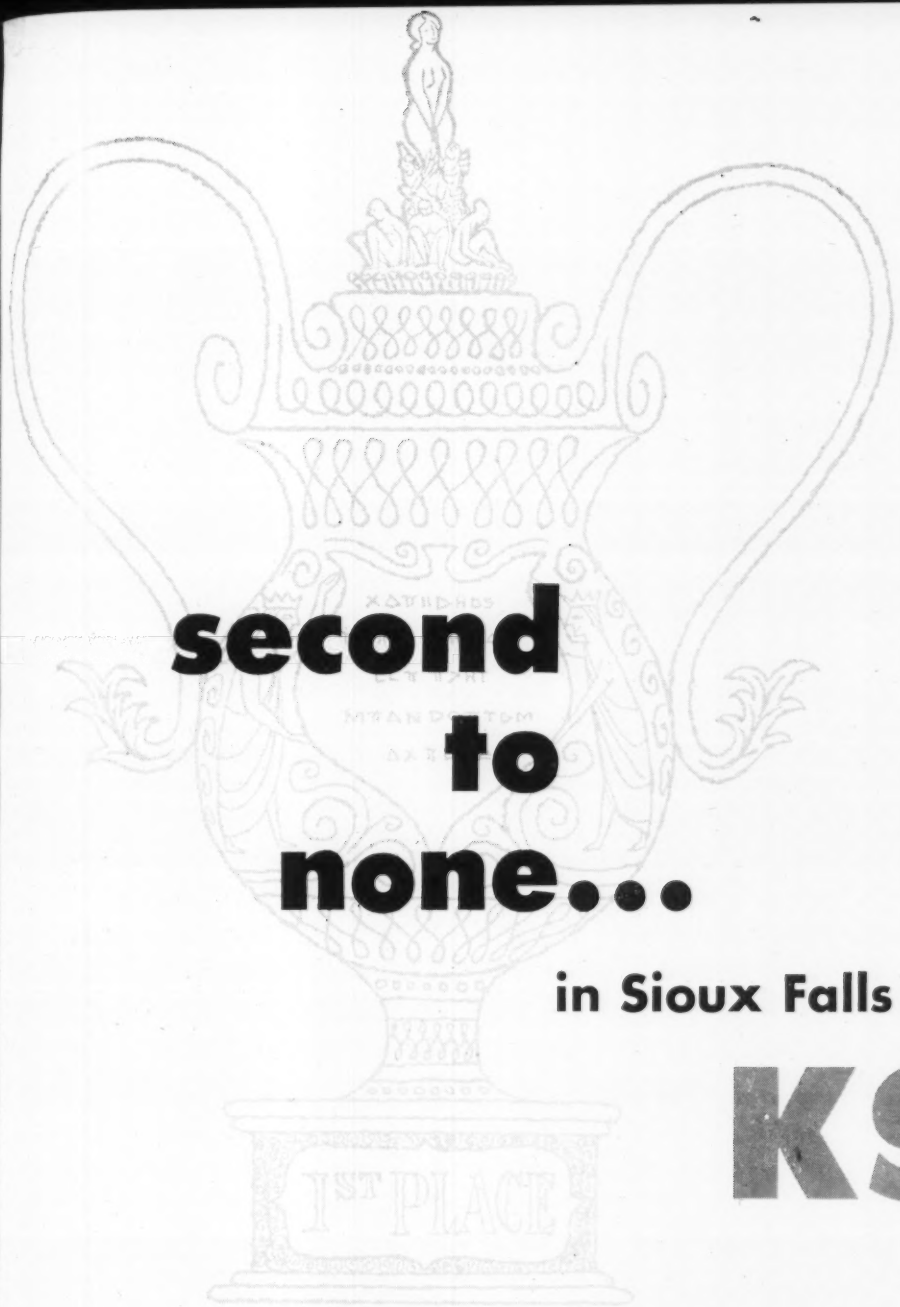
HEARINGS were scheduled by FCC last week for Sept. 4 in Washington on the following TV applications:

Wilmington, Del.—New TV, uhf Ch. 83. Independence Bcstg. Co. (WHAT Philadelphia) and Delaware Bcstg. Co. (WILM).

Saginaw, Mich.—New TV, uhf Ch. 51. Tri-City TV Corp. and Booth Radio & TV Stations Inc. (WSGW).

KXLY-TV Power Bid Denied

PETITION of KXLY-TV Spokane, Wash., for greater than maximum power was turned down by FCC last week. The vhf Ch. 4 station atop 6,000 ft. Mt. Spokane asked waiver of the Commission's rules to allow fullest use of the facility to serve wide and sparsely settled areas in the state [B•T, June 29]. KXLY-TV sought to boost ERP from present 48 kw to 146 kw.



second to none...

in Sioux Falls

KSOO

Nearly *twice* the coverage of the next best station.

Yes, Nielsen shows that KSOO covers 57 counties in the rich South Dakota area, while the 2nd station in Sioux Falls reaches only 29 counties . . . just about *half* the coverage of KSOO!

In radio homes covered, it comes out about the same way. KSOO blankets 97,790 radio homes, while station No. 2 reaches just under 53,000.

Sioux Falls is an increasingly important market by every measure . . . agricultural progress, industrial expansion, family income, product distribution. And, Nielsen leaves little doubt that for *complete* radio coverage, KSOO is the *only* choice.

KSOO SIOUX FALLS, SOUTH DAKOTA

1140 ON THE DIAL 10,000 WATTS DAY 5,000 WATTS NIGHT

ASK YOUR **AVERY-KNODEL** MAN

Post Office Begins Probe Of Per-Men Radio-TV Pitch

Los Angeles mail order agency, which has been engaged in radio and TV pitch deals, comes under scrutiny of Post Office Inspector French there. Findings are to be turned over to U. S. Attorney's office.

WITH hundreds of complaints registered because of non-delivery of merchandise and failure to send refunds, U. S. Post Office Inspector A. E. French is investigating radio and television pitch deals of Per-Men Advertising Inc., Los Angeles mail order agency.

Findings will be turned over to the office of Laughlin E. Waters, U. S. Attorney for the Southern California district, for consideration of future action.

Time For Pitch Items

Buying six five-minute periods a day on stations at the half-hour rate, the company has been using the time for low-priced pitch items. Latest is a "Perfume Chest" of eight vials said to contain name brands for $1 plus 25 cents for handling. A money-back guarantee is included. Buyers are promised two extra vials for quick response, with limit of three chests to a customer.

Another recent pitch covered five "miracle towels" for $1 plus 25 cents for handling, with an additional five towels for quick action. A third is Lanolin X, also $1 plus 25 cents for handling, with a bottle of shampoo for good measure.

Last spring the firm offered 18 latex balloons for $1 plus mailing [B•T, June 1]. Per-Men has widely circularized stations, making many deals, although station representatives in Los Angeles did not lend their approval to the account.

Royaltel Bid Now Unopposed

HONOLULU vhf Ch. 2 application of Royaltel became unopposed in hearing status before FCC last week upon withdrawal of the competitive application of KULA there. Motions Comr. E. M. Webster approved KULA's dismissal because the station has been purchased for $300,000 by KJBS San Francisco and American Broadcasting Stations Inc. [B•T, June 29]. ABSI is permittee of vhf Ch. 4 at Honolulu and owner of WMT-AM-TV Cedar Rapids, Iowa. Royaltel is owned equally by Herman B. Rosen, Louis P. Rosen, Ralph Davis and Helen Speck, all of Royal Amusements Ltd., movie distributor and exhibitor.

Court Denies CBS Appeal

THE U. S. Court of Appeals in Washington last week denied a CBS request to force the FCC to revoke program test authorizations for KBIG Avalon, Calif. The case came before the court after the Commission, in response to a CBS petition, set for hearing KBIG's application for a license for its grant on 740 kc with 10 kw daytime. [B•T, June 15]. CBS alleged the Avalon station, owned by John Poole, interfered with its KCBS San Francisco, also on 740 kc.

TV First on Agenda

STARTING with its next regular meeting, FCC this Wednesday puts television broadcast actions at the top of its agenda, according to a public notice issued by the Commission last week. For some months TV has alternated with common carrier cases for the first order of consideration and in the past the Commission by custom frequently has handled common carrier matters before those of broadcasting. From Aug. 12 on, FCC said, the order of the agenda will be: (1) TV broadcast; (2) aural (AM and FM) broadcast; (3) broadcast renewal; (4) broadcast transfer; (5) common carrier; (6) safety and special radio services; (7) general; (8) rule making, general policy matters etc.; (9) classified; (10) executive; (11) hearing.

Paul Miles Becomes Hyde's Engineering Aide

APPOINTMENT of Paul D. Miles as engineering assistant to FCC Chairman Rosel H. Hyde was announced by the Commission Tuesday. Mr. Miles rejoins FCC after five years' absence during which he has served as a member of the International Frequency Registration Board of the International Telecommunication Union, with headquarters at Geneva, Switzerland.

Mr. Miles was chief of the FCC Engineering Dept.'s Frequency Allocation Service from November 1945 to December 1947.

A native of Fairmount, Ill., where he was born in 1905, Mr. Miles graduated from the U. S. Naval Academy in 1927. As an ensign, his initial duty was as signal officer and assistant communications officer on the *U. S. S. Cincinnati*. He resigned from the Navy in late 1929 to become traffic engineer and head of the central frequency bureau of Mackay Radio & Telegraph Co. at New York.

Corpus Christi Grant Made; Pontiac AM Is Delayed

NEW AM station on 1150 kc with 1 kw daytime, directional, was granted by FCC last week to International Radio Co. for Corpus Christi, Tex., while another previous grant was set for hearing.

The Commission postponed the effective date of its new station grant at Pontiac, Mich., to James Gerity Jr. for 500 w full time on 1460 kc and set the case for hearing upon the interference complaint of WKMF Flint, Mich. WKMF was made party.

Other AM Actions

In other AM actions, KIVY Crockett, Tex., was granted change from 250 w daytime on 1570 kc to 500 w daytime on 1290 kc while WWPA Williamsport, Pa., was granted change from 250 w full time on 1340 kc to 1 kw night, 5 kw day on 1330 kc, directional day and night.

The Commission denied the protest of WLEX Lexington, Ky., against the grant to WEKY Richmond, Ky., for 1 kw daytime on 1420 kc.

KFSB Asks FCC Hearing On KOAM-TV Assignment

KFSB Joplin, Mo., vhf Ch. 12 applicant, petitioned FCC last week to designate for hearing the application of KOAM-TV Pittsburg, Kan., for assignment of its permit to Mid-Continent Telecasting Inc. KFSB charges KOAM-TV will become a Joplin station, which it claims would circumvent the Commission's allocation plan.

The Commission has allocated Ch. 12 and uhf Ch. 34 to Joplin, Mo., and vhf Ch. 7 and uhf Ch. 38 to Pittsburg, Kan., about 25 miles from Joplin.

KFSB contends that shortly before the FCC granted KOAM-TV a modification of its CP to move its main studio location to its transmitter location some 13 miles from Pittsburg, the owners of KOAM-TV "caused to be organized a new corporation, called Mid-Continent Telecasting Inc."

The petition notes that "the Pittsburg Broadcasting Co., permittee of KOAM-TV, will own ⅔ of the stock of the new corporation and that The Joplin Globe Publishing Co., will own the other ⅓." The Joplin Globe Publishing Co. is owner of the only two daily local newspapers in Joplin, *The Joplin Globe* and *News Herald*.

KFSB contends that the *Joplin Globe*, in an article, prematurely reported the intended merger with KOAM-TV and indicated that the TV station will operate business offices and studio at the *Joplin Globe* building in Joplin.

"The obvious reason for the merger," the petition asserts, "is that the parties wanted a Joplin station with Joplin parties which would bring together for competitive purposes 'the leading daily newspapers of the district and the area's most powerful AM radio station [KOAM]'."

WSAY's 309 (c) Protest Denied by Commission

SHARE-TIME grants on vhf Ch. 10 at Rochester, N. Y., to WHEC and WVET there have been reinstated to full force by FCC in adopting an opinion which denied the Sec. 309 (c) economic protest of WSAY Rochester, owned by Gordon Brown. FCC ruled that Mr. Brown's protest was not specific in its allegations of injury, hence did not entitle him to hearing.

The Ch. 10 share-time grants were made effective "immediately" as the Commission terminated the proceeding ordered April 1 upon the complaint of Mr. Brown [B•T, April 6]. Mr. Brown had contended that the unexpected amendment of the competitive WHEC and WVET applications, to specify sharing of time, prevented his filing of a third competing bid in behalf of WSAY. The WSAY application, he claimed, would have been preferred in such a hearing because of WHEC's "secondary" position to the Gannett publishing interests and because of WVET's "commercial policies."

In declaring WSAY not a "party in interest," FCC's opinion explained that "Sec. 309(c) is primarily designed to call to the Commission's attention facts which may indicate that an uncontested grant was made *contrary to the public interest*, not to recall an uncontested grant and subject it to a comparative hearing in order to find the better of a number of prospective licensees."

SMILIN' ERNIE LINDELL,

the man with the 10 gallon smile

Smilin' Ernie Lindell and his troupe are now bringing a bit of country life to listeners in the 17th State* with RADIO RANCH, presented over WGY Monday through Friday from 1:05 to 2:00 p. m. and on Saturday at 10:00 p. m.

Ernie, Candy, his wife and partner, and the troupe play and sing country songs and ballads. All the troupe are fine musicians who play several instruments and have over 1000 pieces of music at their fingertips. In addition to music, the program includes interesting bits of local news and one or two minutes of devotional verse. Currently, Ernie and the troupe are playing in theaters and drive-ins in WGY land, and averaging over 2000 attendance each night.

RADIO RANCH is a program that has already shown its popularity in WGY land, a listening area that is more populous than 32 of the 48 states. "I want you to know," writes one listener from Richmondville, "I think your western show is one of the best to ever hit the air." Use the friendly convincing approach of Ernie Lindell and his troupe to put across your selling message to listeners in the 17th State.

*The WGY area is so named because its effective buying income is exceeded by only 16 states.

50,000 WATTS

WGY

A GENERAL ELECTRIC STATION

Studios in Schenectady, N. Y.

The Capital of the 17th State

Represented Nationally by Henry I. Christal,
New York ★ Boston ★ Chicago ★ Detroit ★ San Francisco

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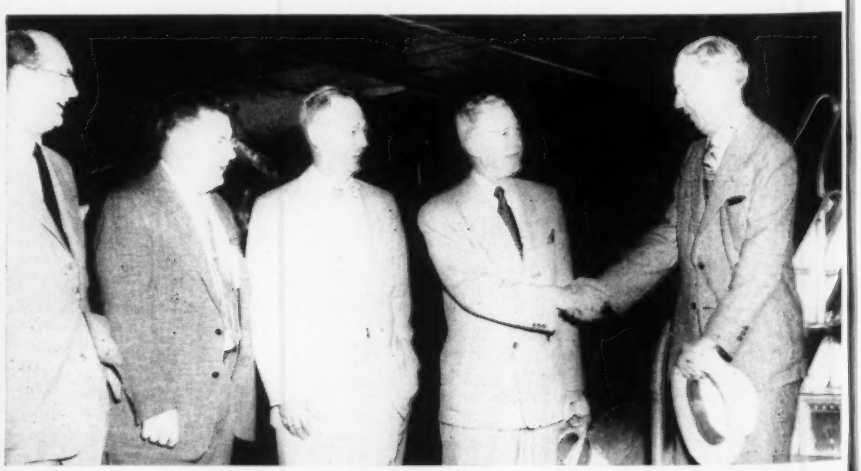

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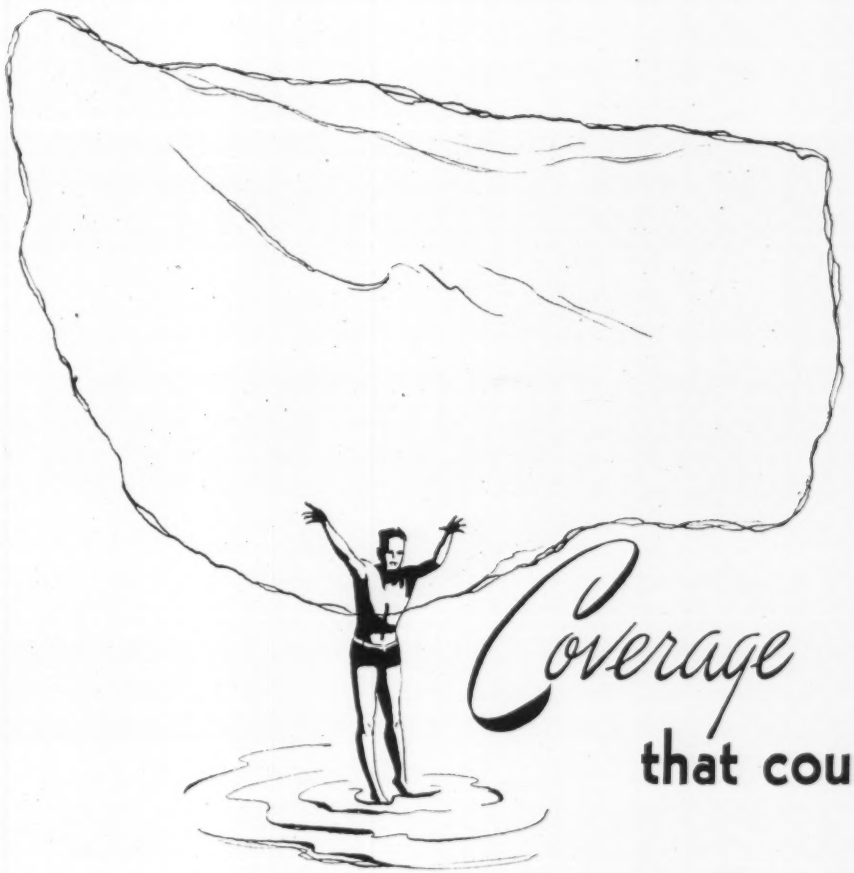

Coverage

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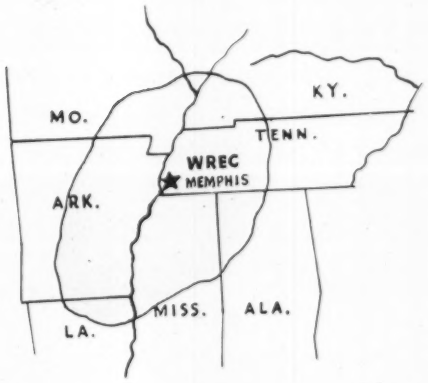

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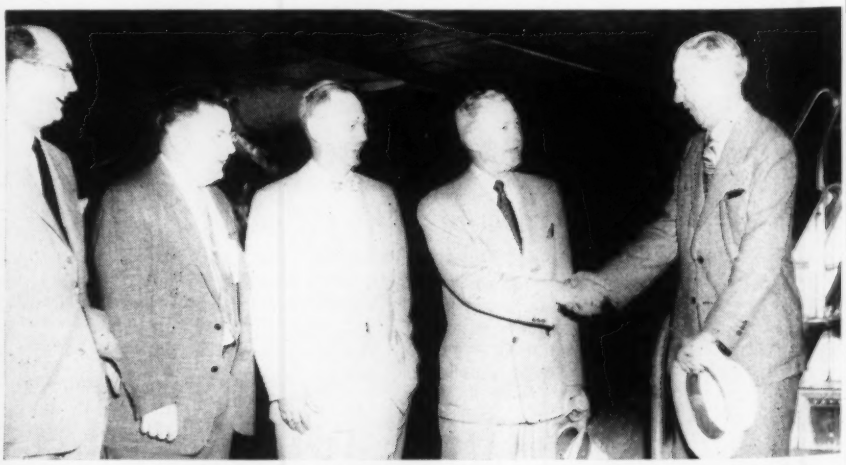

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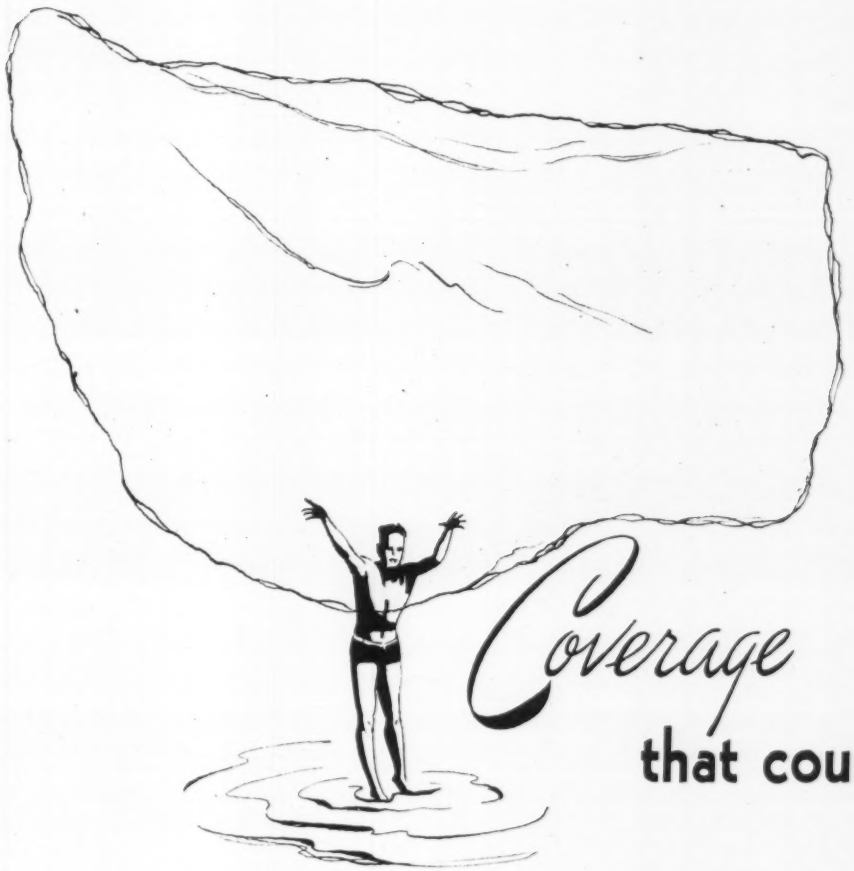

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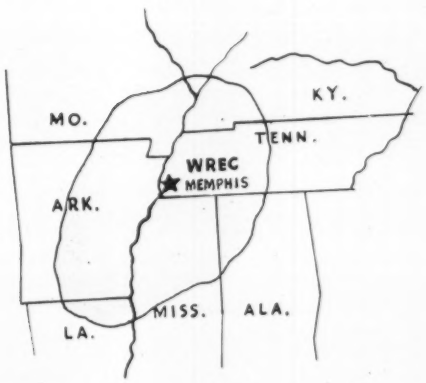

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WCKY COVERS THE SOUTH

LARGEST AUDIENCE

Larger Than Ever

1952 Nielsen	1949 BMB
1,193,920 Families	923,850 Families

29% INCREASE

CONSISTENT LISTENING

Greater Than Any Station In The South

Average Nightly Audience
823,530 Families

LOWEST COST

No Station Compares

6.1c per Thousand Families

SALES RESULTS

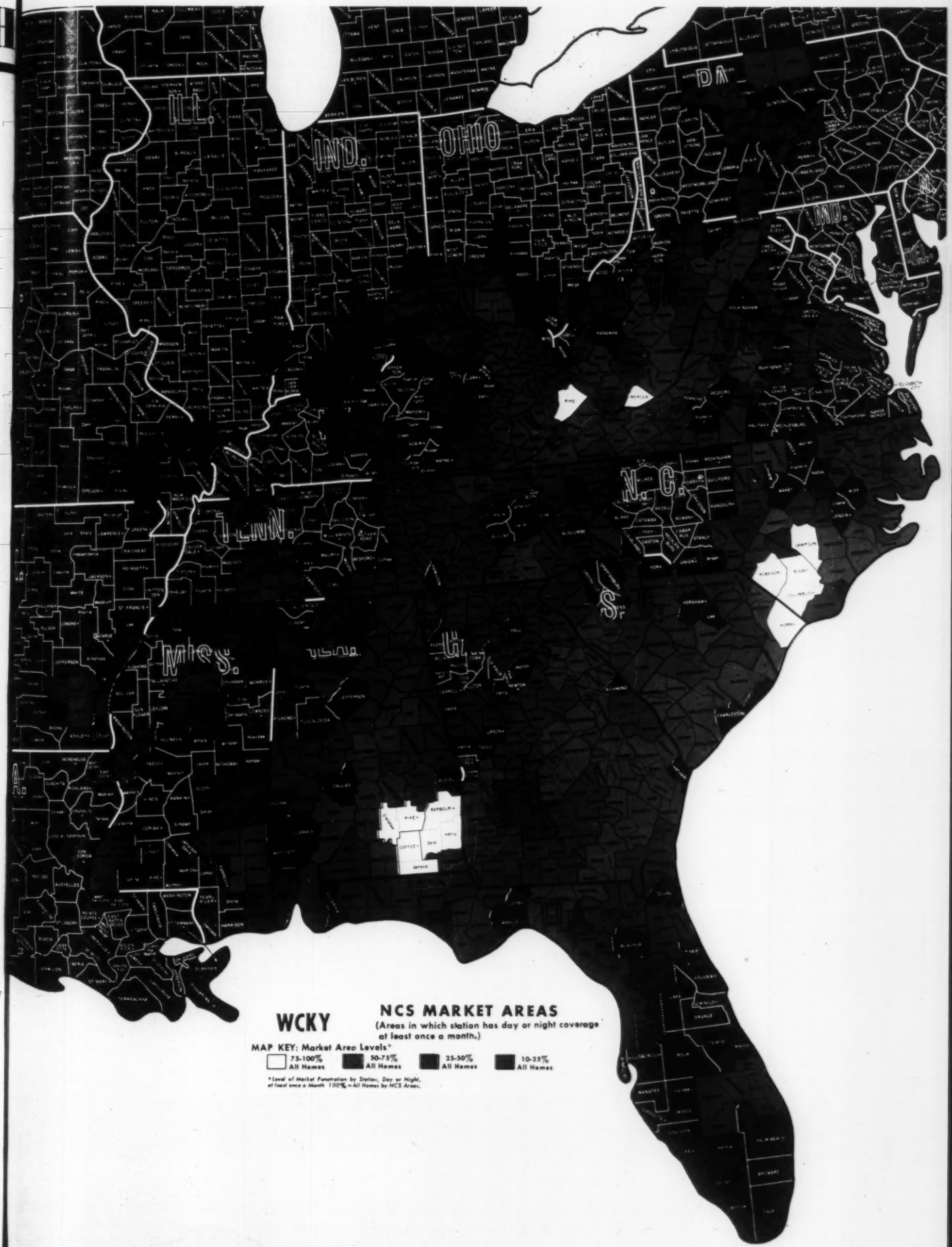
22% Increase In Mail

1st 6 months '53 vs. 1st 6 months '52

The Sellingest Station In the Nation

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY GRAND OF SELLING POWER


ILL.
IND.
OHIO
PA.
MD.
N. C.
TENN.
MISS.
ALA.
GA.
S. C.
WCKY
NCS MARKET AREAS
(Areas in which station has day or night coverage at least once a month.)
MAP KEY: Market Area Levels*
75-100% All Homes
50-75% All Homes
25-50% All Homes
10-25% All Homes
*Level of Market Penetration by Station, Day or Night, at least once a Month. 100% = All Homes by NCS Areas.

monly used the term "cumulative" applies to unduplicated audience, whereas SRA has obtained its "cumulative ratings" by adding those of all three announcements for the week together. SRA admitted that "total weekly impressions" might have been a better term, but indicated the feeling that this was arguing over semantics rather than the facts.

NBC also disputed some of the rates quoted, such as that for Buffalo, which show the advertiser getting 26 spots at a cost of $182, pointing out that an examination of the latest issue of *Radio Rates and Data* shows announcements at $7 each in Buffalo available only in the midnight-to-dawn time period. SRA showed B•T an offer made by a major Buffalo station of the $7 rate for a package of 26 announcements a week at various times throughout the broadcast day. This package rate has been announced to all buyers, SRA said, although it is not included in the station's listing in the RRD directory.

Notes Program Charges

Another point raised by NBC was that the SRA figures for spot announcements are for announcements only and that as the network plans include charges for programs in which the announcements are broadcast, so the spot announcement costs should be based on rates for participating programs offered by stations instead of straight announcement rates. SRA said that some, although not all of the rates quoted, were for commercials within participating programs.

The extra value of programs over spots was stressed by NBC, with the question asked, "What would happen to radio if only spots were sold and no programs?" SRA did not dispute this matter, but said that it did not arise in the comparison of listeners-per-dollar provided by the network plans versus announcements bought on a spot basis.

Concerning the audience for its own Tandem Plan, NBC reported that from January to April 1953 the three Tandem shows had an average weekly Nielsen Rating of 12.2, meaning, the network said, that "an average of 5,473,000 different homes heard a Tandem broadcast each week." As the average was 1.3 Tandem episodes per home, "the total number of home impressions made by Tandem each week was 7,115,000."

$1.45 Per Thousand

Comparing the audience for the three minutes of commercial time and the six billboards each Tandem advertiser receives—not with spot radio but with noters of advertisements in leading magazines—NBC concluded that Tandem this fall will deliver listeners to its participating advertisers at $1.45 per thousand, compared to $4.03 for a thousand noters of a half-page black and white and one color ad in *Life*, $2.60 for a thousand noters of a full bleed page in black and white in *Look*, $4.25 per thousand noters of a half-page four-color ad in the *Saturday Evening Post*, and $3.70 per thousand noters of a half-page black and white ad in *This Week*.

With its only requirement that the minimum buy be $13,000 for one participation in each show for one full week, NBC pointed out that its Tandem Plan can be adapted to the needs of seasonal advertisers as well as year-round clients. The merchandising value of the program's star is another plus value cited by NBC. The network's spokesmen pointed out that spots cannot be merchandised as programs can.

Free & Peters Signs WRS' WBZ-TV, WPTZ (TV)

F & P, already representing Westinghouse Radio Stations' five AM outlets, adds WRS' WBZ-TV Boston and WPTZ (TV) Philadelphia. The move is part of new sales plans, says WRS President E. V. Huggins.

FREE & PETERS, station representative firm representing the five radio stations of Westinghouse Radio Stations Inc., has been named to represent the two WRS video stations, WBZ-TV Boston and WPTZ (TV) Philadelphia, according to WRS President E. V. Huggins.

The move is another step in effecting new sales plans that are being put into operation, Mr. Huggins said (see story), the company having set up a new midwestern sales office in Chicago.

Free & Peters has represented the radio stations (WBZ Boston, KYW Philadelphia, KDKA Pittsburgh, WOWO Fort Wayne, KEX Portland, Ore.) since 1947. Heretofore NBC Spot Sales had handled both the WBZ-TV and WPTZ (TV) representation.

Mr. Huggins noted that WBZ-TV has completed its step-up to high power and WPTZ is in the process of installing a new amplifier and six-bay antenna. Other improvements include a new 50 kw transmitter at WOWO.

"Intensification of sales and informational services and expansion of activities in other departments have called for more streamlining in all of our operations. Concentration of all spot sales efforts in one organization will make for more efficient operation, creating a direct route for expediting the great mass of daily interchange of information relating to both AM and TV operations," Mr. Huggins stated.

WRS Leadership Cited

"In our long years of experience we believe Westinghouse has been in the forefront—indeed often set the pattern—in providing advertisers and agencies with constantly improved broadcast services, and in now combining spot sales operations for all seven stations within the Free & Peters organization, who have offices in seven cities, we are following plans designed to help us maintain our position."

While no statement was made as to the amount of billing involved on national spot for the two TV stations, it is understood that it approximates $4 million annually. Free & Peters, as a result, acquires representation of vhf stations in 10 top markets.

The Westinghouse action was hailed as a confidence vote in independent representation. It was emphasized in behalf of Free & Peters that no concessions were involved on compensation.

Free & Peters recently lost representation of KSD St. Louis to NBC Spot Sales on both radio and television.

KXA Adds 10-Seconds

KXA Seattle has added a ten-second classification to its rate card, pricing these announcements at 50% of the 30-second rate which ranges from $5 to $7.

WBZ SEPARATES RADIO, TV UNITS

WESTINGHOUSE Radio Stations Inc. operations in New England will be separated into two organizations, WBZ-TV and WBZ-AM-FM, effective Aug. 17, according to E. V. Huggins, WRS president. WBZ was founded in 1921 and WBZ-TV is in its sixth year. Both are located in the new Westinghouse Radio and Television Center on Soldiers Field Rd. in Boston.

Paul E. Mills, sales head at WOWO Fort Wayne, has been transferred to WBZ-AM-FM as manager. W. C. Swartley will continue as manager of WBZ-TV. Various operating departments will be separated into integral units relating to either radio or television wherever practical, Mr. Huggins said.

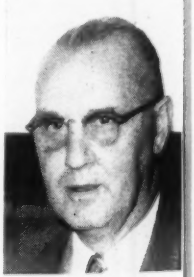
Mr. Mills joined Westinghouse in 1936 and has been WOWO sales manager for 11 years. Mr. Swartley has been with Westinghouse since

Mr. Swartley

Mr. Mills

1930 and has headed the New England broadcast activities since early 1946 after his return from war service.

Mr. Huggins announced appointment of George D. Tons, for nine years sales head at KDKA Pittsburgh, as midwestern sales manager for the Westinghouse group. He moves to Chicago Sept. 1 and will be located at 230 N. Michigan Ave. in the Free & Peters office.



Mr. Tons

John G. Stilli Jr., who started at KYW Philadelphia and for four years has been sales promotion head at the WRS Boston station, becomes sales manager of KDKA.

Mr. Huggins said transfer of Mr. Tons enables the company to keep pace with increasing sales activities by expediting interchange of information and sales services through its representatives to midwestern agencies and advertisers. Mr. Tons is well-known in the midwest and at one time was district manager for Andrew Jergens and Cudahy Packing Co. He joined Westinghouse in 1944. He reports to Eldon Campbell, WRS general sales manager.

Mr. Stilli joined Westinghouse in 1947 after four years at WLW Cincinnati and has had freelance experience. He moves to his new post Sept. 1.

"YOUR ESSO REPORTER"

.. pumped to Pittsburgh steadily for 18 years on KDKA

Season after season, Esso Marketers have proved the sales-productive value of **spot radio.** And nowhere have they used spot radio more consistently than in the great Pittsburgh market-area.. on KDKA.

Esso's preference for KDKA is matched by listeners' preference, as indicated in a recent survey by Guide-Post Continuous Consumer Panel. Asked which **one** station they preferred, Allegheny County families answered as follows:

KDKA	Station B	Station C	Station D	Station E
36%	22%	19%	16%	6%

And.. KDKA leadership becomes even more pronounced in other counties throughout the tri-state area covered.

So whether you base your choice on the action of veteran time-buyers or on up-to-the-minute listenership statistics.. your **first** choice in the Pittsburgh area is KDKA, the nation's **first** station. For details, check KDKA or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA

WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales.

KDKA

PITTSBURGH

50,000 WATTS

NBC AFFILIATE

PLOUGH INC. BUYS WJJD FOR $900,000

Marshall Field sells the Chicago limited-operation station which has averaged net profit of more than $250,000 for the past five years. Field retains WFMF (FM).

WJJD Chicago, 50-kw independent which during the past five years has averaged an annual net profit in excess of $250,000 before federal taxes, was sold by the Marshall Field interests last Wednesday for $900,000 cash to Plough Broadcasting Co., new subsidiary of drug manufacturer Plough Inc., parent firm of WMPS Memphis. The transaction is subject to FCC approval.

WJJD is a limited time station, operating directional on 1160 kc, Class I-A clear channel of KSL Salt Lake City. WJJD was established in 1934.

The sale was negotiated by Marshall Field Sr., president, and Carl J. Weitzel, executive vice president, of Field Enterprises Inc., the sole owner of WJJD Inc., station licensee, and Abe Plough, president of Plough Inc., and Harold R. Krelstein, president of WMPS Inc., subsidiary of Plough Inc. and WMPS licensee. Both buyer and seller were represented by the Washington law firm of Dow, Lohnes & Albertson.

WFMF (FM) Chicago, WJJD Inc.'s separately programmed FM outlet, concurrently is being transferred to WFMF Inc., a new subsidiary of Field Enterprises, and will continue to operate from its transmitter atop the Carbide & Carbon Bldg. The FM station remains the last broadcast interest of Marshall Field, department store executive, publisher of the *Chicago Sun-Times* and principal stockholder in Field Enterprises. At one time, he also operated WSAI Cincinnati, KJR Seattle and KOIN Portland.

Mr. Field purchased WJJD for $700,000 in 1944 from Ralph L. Atlass, Leslie Atlass, P. K. Wrigley and A. M. Linick. Ralph Atlass and Mr. Wrigley are principals in WIND Chicago. FCC's duopoly rule required separation of the stations in the early 1940s.

In selling WJJD, Mr. Field said the reputation of Plough Inc. and its "progressive record in the broadcasting field in Memphis . . . convinces us that WJJD will be in the hands of capable and experienced people."

Mr. Field reportedly had turned down two previous offers to purchase WJJD.

Mr. Plough said, "We are very pleased to extend our radio subsidiary operations by the inclusion of this 50-kw station in Chicago. Our board of directors feels this to be a sound investment and that it represents another step forward in the diversification of our company's capital investments and sources of income."

Mr. Plough affirmed that "it is our plan to retain the present management and other personnel of WJJD, as we feel they have proven their constructive ability. We are keenly aware of the obligations of the management of a radio station to the general public, and, as we feel that we have done with WMPS in Memphis, it will be one of our chief aims to continue and even to expand the public service features and accomplishments of WJJD in the public interest."

WJJD is managed by Fred Harm, who has been associated with the operation since 1936.

Mr. Plough explained the purchase of WJJD "in no way diminishes our interest in television, our company having every confidence in the future of both radio and television." WMPS is applicant for vhf Ch. 3 in contest with WREC Memphis.

The ownership of WJJD, Mr. Plough continued, "will doubtless also prove of far reaching benefits to Plough Inc. as it relates to the distribution of its products." The firm makes St. Joseph Aspirin and other products.

In the drug business for 45 years, Plough Inc. has spent some $45 million in advertising, chiefly in newspapers but also extensively in radio and TV. Last year it was reported the firm used 166 radio stations, 34 TV outlets, 10 magazines and 681 newspapers.

Officers in Plough Inc., besides President Plough, include Secretary-Treasurer Charles A. Harrelson and Vice Presidents Harry B. Solmson, Ramon R. Diaz, John C. Dillon and Harold R. Krelstein. There are more than 4,000 stockholders in the firm, which reported total assets and liabilities of more than $11.3 million for all its subsidiaries. Net worth of $5.7 million was reported.

Plough Broadcasting Co. officers include Mr. Plough as president; Mr. Krelstein, executive vice president; Mr. Solmson, vice president, and Mr. Harrelson, secretary-treasurer.

WJJD Inc. reported total assets and liabilities of $615,000 with the depreciated or net book value of fixed assets listed at about $170,000, excluding the book value of WFMF of $28,500.

WJJD Inc.'s current assets totaled $236,000, including $150,000 cash. Current liabilities were $133,400. Earned surplus of nearly $332,000 was listed.

WJJD maintains 6,000 sq. ft. of space for its offices and studios in the Carbide & Carbon Bldg. at 230 N. Michigan Ave. with transmitter and towers on a 49-acre tract owned by the station about 20 miles northwest of the Loop.

Woodruff Takes F&P Post

FRANK WOODRUFF, account executive with Dancer - Fitzgerald - Sample, New York advertising agency, has joined Free & Peters, stations representation organization, also of New York. In his new position at Free & Peters, Mr. Woodruff will be the representative firm's director of radio and director of promotion and research.

Mr. Woodruff

WGN-TV Previews Films, Offers Merchandising Plan

ADVERTISER and agency representatives July 29 attended a special preview of 28 film packages in the audience studio of WGN-TV Chicago. The programs will be available for local sponsorship this fall.

At the same time the station announced "Operation Impact," a merchandising plan designed for advertisers. WGN-TV offers a major display in 300 A & P stores in the area for a period of one week—every four weeks—and gives advertisers 900 displays in leading grocery stores over a 13-week period. A similar plan will be made available shortly involving 160 Jewell Food Stores.

WGN-TV lists five programs among its availabilities.

GE SHIPS TV GEAR FOR 11 STATIONS

NINE television stations—four of which are on the air—were shipped GE transmitters or amplifiers during the past fortnight. A company spokesman said four amplifiers, ranging in power from 12 to 35 kw, were sent out by GE, and one 5 kw and four 100 w uhf transmitters were shipped. Three antennas also were shipped to uhf grantees during the two-week period, GE reported.

Stations to receive 35 kw amplifiers are WMBR-TV Jacksonville, vhf Ch. 4, and KEYL-TV San Antonio, vhf Ch. 5, both pre-freeze outlets.

WBKB (TV) Chicago, vhf Ch. 7, also a pre-freeze station, was shipped a 20 kw amplifier.

WEEU-TV Reading, uhf Ch. 33, which began April 9, was sent a 12 kw amplifier which will increase effective radiated power to about 170 kw.

The 5 kw transmitter was sent to KGBS-TV Harlingen, Tex., vhf Ch. 4, which plans a Sept. 27 commencement.

Hundred-watt uhf transmitters went to WIFE (TV) Dayton, Ch. 22; WKLO-TV Louisville, Ch. 21; WPFA (TV) Pensacola, Ch. 15, and KBMT (TV) Beaumont, Tex., Ch. 31.

WPFA, WENS (TV) Pittsburgh, Ch. 16, and KETX (TV) Tyler, Tex., Ch. 19, were shipped uhf antennas, GE said.

KPRC-TV Loses No Air Time In Power Boost, Gear Move

KPRC-TV Houston moved its transmitter to the station's new studio a mile away between sign-off at midnight Aug. 2 and sign-on again at 9:27 the following (Sunday) morning, later in the day (at 4:30 p.m.) tying into its new tower for its increase from 65 kw to 100 kw.

The switch was carried off with not a moment's loss of scheduled air time, according to Jack Harris, vice president of the Houston Post Co. in charge of KPRC-AM-FM-TV. Paul Huhndorff, chief engineer, and a crew of 31 men moved the 5-kw GE TT6A transmitter, the console and water-cooling equipment.

Present at ceremonies marking the increase to 100 kw was former Gov. William P. Hobby, Houston Post Co. president, who faded in the stronger signal and said: "Television is young and vigorous and its future is almost limitless. KPRC-TV will continue to help set the pace for television in the great Southwest."

Mr. Harris said work began on the station's new plant almost a year before. He said messages began coming in minutes after the power boost reporting improved reception. KPRC-TV's new tower, he said, is 686 feet above ground and 749 feet above sea level.

F. H. MacQuarrie Dies

FUNERAL services were to be held Saturday for Frank Haven MacQuarrie, 59, producer-writer for *Noah Webster Says* on KTTV (TV) Los Angeles, who died last Tuesday after a heart attack. Formerly in vaudeville, he joined NBC radio in 1935 as producer-m.c. on *Marriage Club* and later *Noah Webster Says*, which he left eight weeks ago to concentrate on the video version. Surviving are his wife, Gladys, a son, Ronald, and a daughter, Pattie Lou.

Roger Baker Appointed WBES-TV General Manager

ROGER M. BAKER has been appointed general manager of WBES-TV Buffalo, new uhf Ch. 59 grantee, Charles R. Diebold, station president, announced last Wednesday.

Mr. Baker

Mr. Baker, until accepting the WBES-TV post, had been vice president and general manager of WKBW Buffalo. He began his radio career with Buffalo Broadcasting Corp., then went to WLW Cincinnati, and later, to KOB Albuquerque. He returned to Buffalo in 1948 when he joined WKBW as the station's commercial manager.

WBES-TV now is remodeling the penthouse on the roof of Buffalo's Lafayette Hotel. The station may start in September.

WKEY, WDVA Install Remote Control Sets

TWO Virginia stations last week announced they are operating with remote control transmitting equipment. WKEY Covington and WDVA Danville both are using equipment made by Rust Industrial Co., Manchester, N. H.

Earl M. Key, owner and operator of WKEY, said he is "very much pleased" with the equipment, which was installed by E. G. Hemenway, station technical advisor and chief engineer. The 250 kw WKEY, on 1340 kc, is put on the air from the downtown studio control room at 6 a.m. and remains on until 11:30 p.m. The announcer-operator handles the controls which operate the transmitter a mile and a half away.

Emerson J. Pryor, vice president-general manager of WDVA, says tests of the WDVA remote control equipment were successful. The announcer puts the 5 kw day, 1 kw night station on the air at 5 a.m. from the studio, located five miles from the transmitter. The equipment at WDVA was installed by engineers Howard Clendenen, J. T. Burgess and Hoye Church under supervision of John R. Buffington, Rust engineer.

Stephen Rintoul Named WPTR General Manager

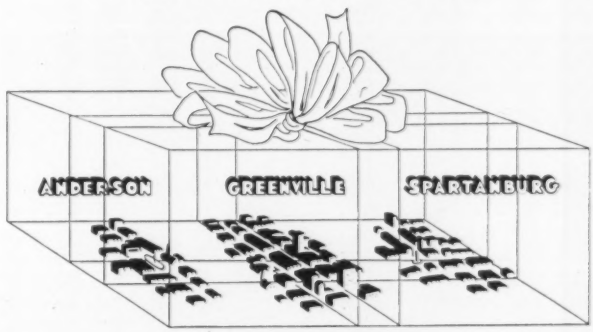
STEPHEN B. RINTOUL, former president and general manager of WXKW Albany, which ceased operation July 31, has been named general manager of WPTR Albany, while other WXKW personnel also switch to WPTR. They are: George Wetmore, director of operations; Walter J. Maxwell, promotion manager; Mrs. Florence Clow, bookkeeper, and disc jockeys Bill Hickok and Jack Bennett.

The physical assets of WXKW were purchased for $300,000 several weeks ago by WPTR, WTRY Troy and Van Curler Broadcasting Corp. in a three-way agreement to facilitate the Ch. 23 grant to WPTR and the grant of Ch. 35 at Schenectady to Van Curler [B•T, June 15]. WTRY dropped its competitive Ch. 23 bid and obtained 50% interest in Van Curler. Champlain Valley Broadcasting Corp., permittee of WXKW, gave up its competitive Ch. 35 bid at Schenectady.

Wrap Up
a
BILLION-DOLLAR MARKET
through
WGVL
Channel 23 . . . Greenville, S. C.

ABC • NBC • DUMONT

The only TV Station in the prosperous
PIEDMONT AREA of South Carolina.



MARKET DATA
50-mile Radius of Greenville

1952:	Population	940,000
	Effective Buying Income	$1,111,000,000
	Retail Sales	$ 707,000,000

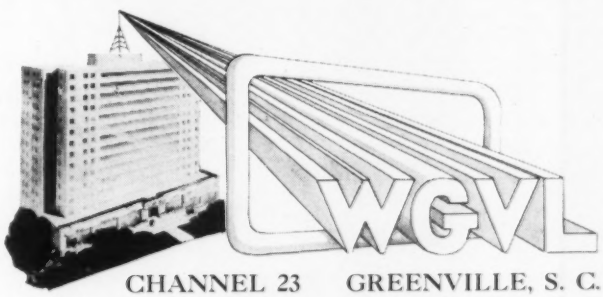
★

GREENVILLE: First Market in South Carolina

The Greenville, S. C. Metropolitan Area . . . ranks 103rd in Population and 76th in Manufacturing Employees among America's 168 "Standard Metropolitan Areas".

Population (U.S. Census, 1950)	168,152
Employment (S. C. Emp. Sec. Comm., 1951)	45,056
Retail Sales (Sales Management, 1952)	$167,610,000
Covered Wages (S. C. Emp. Sec. Comm., 1951)	$121,840,536
Autos & Trucks (S. C. Highway Dept., 1951)	52,400
Building Permits (Fed. Res. Bank, 1951)	$ 9,772,985
Manufacturing Plants	203
Value of Manufactured Products (S. C. Labor Dept., 1951)	$326,952,524

Note: Greenville leads all South Carolina markets in all of the above.



CHANNEL 23 GREENVILLE, S. C.

National Representative: H-R Television
Southeastern Representative: James S. Ayers

McCAW GROUP PAYS $450,000 FOR WINS

Gotham Broadcasting Corp., headed by J. Elroy McCaw, will purchase the 50-kw WINS New York from Crosley Broadcasting. The sellers got the station in 1945 for $1.7 million.

SALE of WINS New York, 50 kw station on 1010 kc, to a group headed by J. Elroy McCaw of Seattle was announced jointly today (Monday) by Crosley Broadcasting Corp., present owner, and Gotham Broadcasting Corp., of which Mr. McCaw is president [CLOSED CIRCUIT, July 20]. The sale is conditioned on FCC approval.

Purchase price was announced as $450,000 plus accounts receivable.

James D. Shouse, board chairman, and Robert E. Dunville, president, Crosley Broadcasting Corp., jointly announced the transfer on behalf of Crosley. Mr. Shouse is vice president of the parent Crosley company, Avco Mfg. Corp.

Mr. Shouse said that because of Crosley's increasingly expanding broadcasting properties and various network affiliations in the Midwest and South, along with need for a concentrated effort in those areas, "it was regretfully deemed advisable to relinquish the independent New York station."

WINS was purchased by Crosley-Avco interests from Hearst Radio Inc. in 1945 for $1,700,000, with a year of consideration before FCC lent its approval. It operates 24 hours a day.

Associated with Mr. McCaw in Gotham are Charles P. Skouras of Los Angeles, president of National Theatre Corp., and Jack Keating, Honolulu and Portland radio station owner.

Mr. McCaw said present operating policies and personnel will be continued. He added that future plans and policies will be announced when FCC approves the transfer.

Messrs. McCaw and Keating have wide radio-TV interests. They are associated in ownership of KPOA and KONA (TV) Honolulu; KILA Hilo, also in Hawaii, and KYA San Francisco. The two currently are disposing of their KPOA interests because of their KONA holdings.

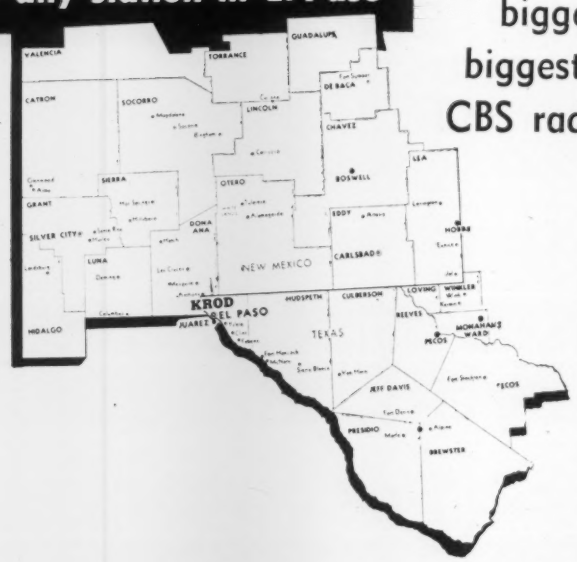
Mr. McCaw has interests in KLZ-AM-FM-TV Denver along with controlling interest in KELA Centralia, Wash.; KALE Richland, Wash., and KYAK Yakima, also in that state.

Howard E. Stark, radio and television broker, New York, handled the negotiations for transfer of WINS.

Crosley operates WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and recently acquired WLWA (TV) Atlanta. Its radio properties include WLW and WLWA (FM) Cincinnati; WLWB (FM) Dayton, and WLWF (FM) Columbus.

KROD has...
the greatest coverage of any station in El Paso

...the EL PASO Southwest's biggest audience, biggest radio value, CBS radio programs, unrivalled local shows.



These 27 counties in West Texas and New Mexico are the El Paso-KROD area— one of the West's most important markets. Radio isolation, and aggressive merchandising make KROD one of America's best radio buys.

POPULATION	545,600
RADIO HOMES	119,650
RETAIL SALES	$508,523,000
FOOD SALES	$111,255,000
DRUG SALES	$ 24,728,000
AUTOMOTIVE SALES	$101,241,000

Population figures do not include approx. 50,000 military personnel here and the 125,000 neighbors living just across the Rio Grande.

CBS RADIO NETWORK IN EL PASO
KROD
600 KC — 5,000 WATTS

RODERICK BROADCASTING CORPORATION

DORRANCE D. RODERICK, Chairman of Board
VAL LAWRENCE, President and Gen. Mgr.
BRUCE BARNARD, Vice President

REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.

WOR BUYS $1 MILLION IN RADIO PROGRAMS

GOING all out to capture a major share of New York's radio audience and advertisers, WOR New York has purchased more than a million dollars worth of transcribed programs for afternoon and evening broadcast.

It is offering them to advertisers as a combination package, with an opening and closing billboard and a minute commercial in the afternoon plus a minute commercial in the evening included in each participation.

Participations are priced at $150 for one per week, $285 for two, $395 for three, $500 for four, $575 for five and $1,000 for ten, each participation including the afternoon and evening commercials and the afternoon billboards, a total of two minutes and ten seconds. Advertisers signing up before Sept. 14, day the new programming goes on the air, are offered a special rate ranging from $140 for one participation to $900 for ten.

Guaranteed Rating

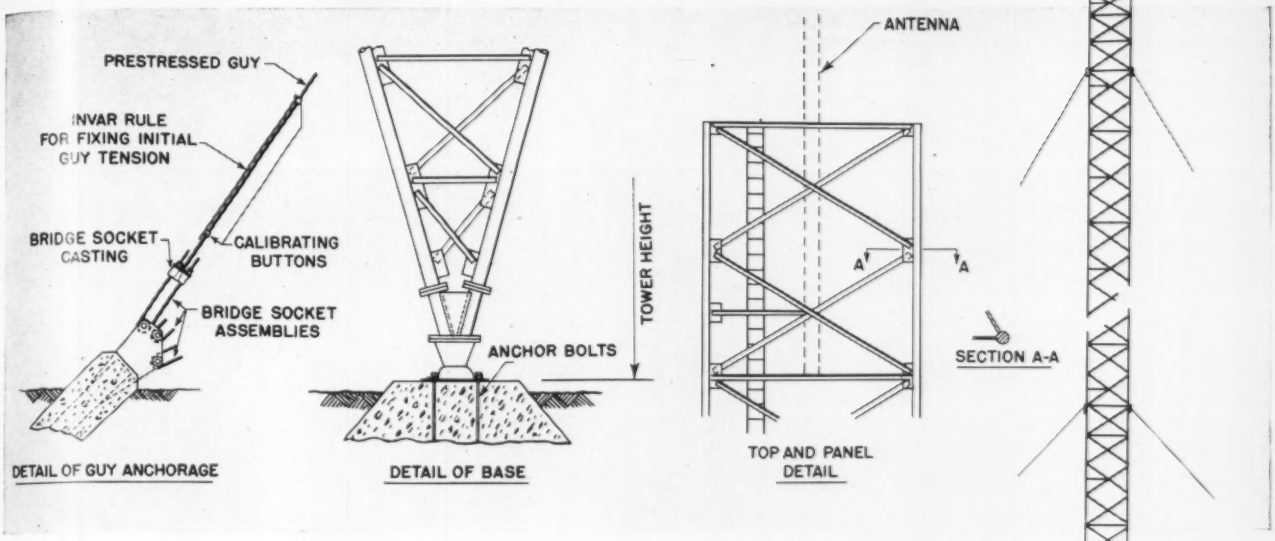
Commercials limited to two within any quarter-hour, will be rotated within the programs, both day and night, and station is guaranteeing a Pulse rating of 4.5—approximately 259,000 homes per participation.

James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV said, "Sponsors also are guaranteed a cost per thousand homes as low as 35 cents.

Programs, which according to WOR have not been broadcast in New York, include a $650,000 package of Ziv shows and a $375,000 group of Harry Goodman Productions.

Plan calls for three half-hour programs to be broadcast each afternoon, Monday through Friday, combined with commentary by Allen Granger (played by m. c. Frank McCarthy) making a two-hour 3-5 p.m. presentation titled, *WOR Radio Playhouse*.

IN TOWERS—A LOT DEPENDS ON THE POINT OF VIEW



. . . but everything depends on quality design and construction

Whether you look at towers from the viewpoint of a station owner, manager or engineer, you'll appreciate the facts and the "specs" that follow. Let's take an imaginary trip up the new BLAW-KNOX type TG 1000-foot tower*. . .

SAFETY . . . Even at 100 feet, with the first set of guys still far above, you're as high as the average 8-story building. You'll gratefully recall the massive, welded steel base construction below you.

STRENGTH . . . At 500 feet (if you're still determined), you can properly appreciate the solid steel corner legs nearly seven inches thick . . . not to mention the factory pre-stressed, bridge-socketed guys, each proof-tested at full load before shipment.

DURABILITY . . . When you've reached the top of this 1000-foot giant, you'll be happy to know that there are no rust-weakened structural members to "let you down". Every inch of steel has been hot-dip galvanized after fabrication and you can be sure that your tower, with its TV antenna overhead will stand safe and steady.

**Blaw-Knox type TG towers are available from 300′ to 1000′ and over.*

Yes, a lot depends on the point of view, but we think you'll agree that only a quality-designed and manufactured tower is the best bet, in the final analysis. For safety, economy and uninterrupted service, you can always be sure with a Blaw-Knox type TG.

For complete details on Blaw-Knox towers — or on any other TV or AM need — consult with your near-by Graybar Broadcast Equipment Representative. You'll find one near you — in twenty-one principal cities. And, backing him, you can rely on scheduled or emergency deliveries via Graybar's offices and warehouses in 109 strategic locations. *Graybar Electric Company, Inc.*
Executive offices: Graybar Building, 420 Lexington Avenue
New York 17, N. Y.

322-18

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR — *via* GraybaR

IN OVER 100 PRINCIPAL CITIES

Everything Electrical For Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

WGN-TV, KMTV, WOW-TV Order RCA Color Gear

THREE midwest television stations have ordered color TV transmitting equipment from RCA.

WGN Inc., Chicago, has ordered $350,000 worth of equipment capable of transmitting both monochrome and color and designed to increase effective radiated power of WGN-TV from 29 to 316 kw, Frank P. Schreiber, WGN Inc. manager and treasurer, said last week. WGN-TV expects to boost to 115 kw on Oct. 1 and to 316 kw in the fall of 1954. Test color transmissions will be started "as soon as feasible," according to Carl J. Meyers, engineering director.

KMTV (TV) Omaha ordered color equipment from RCA on July 30, according to R. J. Schroeder, chief engineer. He said KMTV is ordering three units of color equipment, the first for transmitting network color programs, the second to "keep the network color unit in perfect working order" and the third comprising synchronizing generator equipment for transmitting local color programs. He expects delivery in May or June 1954.

WOW-TV Omaha has ordered RCA equipment to modify its black-and-white transmission facilities to provide network color TV also, according to Frank P. Fogarty, general manager of Meredith WOW Inc., licensee. "WOW-TV will not be able, at this time, to originate local color telecasts," he said. Delivery of the RCA equipment is expected in early 1954, he said.

RCA TV Transmitters Go to Four Grantees

FOUR TV grantees will receive RCA Victor transmitting equipment in the next few days following shipments last week, RCA announced.

The first units of RCA's new air-cooled 50 kw vhf transmitter were sent to WTRF (TV) Wheeling, W. Va., RCA reported. The company said the transmitter is the most powerful type manufactured by the RCA Engineering Products Dept. The WTRF shipment included a 10 kw high-band driver and 50 kw power supply. A 12-section superturnstile antenna will be shipped this week, RCA said. WTRF is assigned vhf Ch. 7 and will operate with ERP of 316 kw visual.

A 10 kw high-band vhf transmitter was shipped to WNCT (TV) Greenville, S. C., RCA disclosed. When installed, it will allow the station to go on the air with 100 kw on vhf Ch. 9.

KHSL-TV Chico, Calif., has been shipped a 2 kw vhf transmitter and a six-bay antenna which will allow ERP of 12 kw, according to RCA. The Chico outlet is assigned vhf Ch. 12.

WBES-TV Buffalo, N. Y., was shipped a 1 kw uhf transmitter, RCA said, and the custom-built uhf antenna and other auxiliary equipment are scheduled to be sent the station this week. An RCA spokesman asserted that WBES-TV, on uhf Ch. 59, will have ERP of about 20 kw visual.

New WNBT (TV) Rate Card

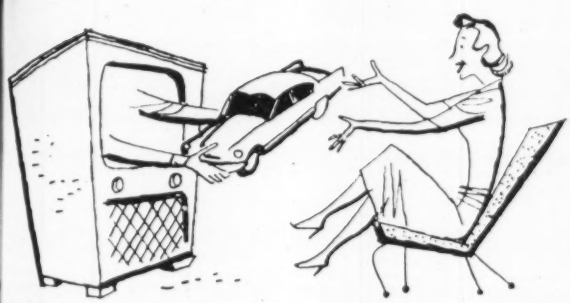
NEW rate card (No. 12) for WNBT (TV) New York raises Class AA station time (10:30-11 p.m. daily, 6-7:30 p.m. Sunday) from $4,250 to $4,800 an hour, effective Aug. 15. Increase is in line with that of Class A network time on WNBT (7:30-10:30 p.m. daily, 3-6 p.m. Saturday-Sunday) from $4,800 to $5,200 an hour as of Aug. 1. Other program time periods are increased accordingly.

See it 'n Say it

CONTEST

has 4½ million viewers excited!

And no wonder! It's *TV's greatest summer promotion*—on a local basis —in four prime markets—Atlanta, Cincinnati, Dayton and Columbus



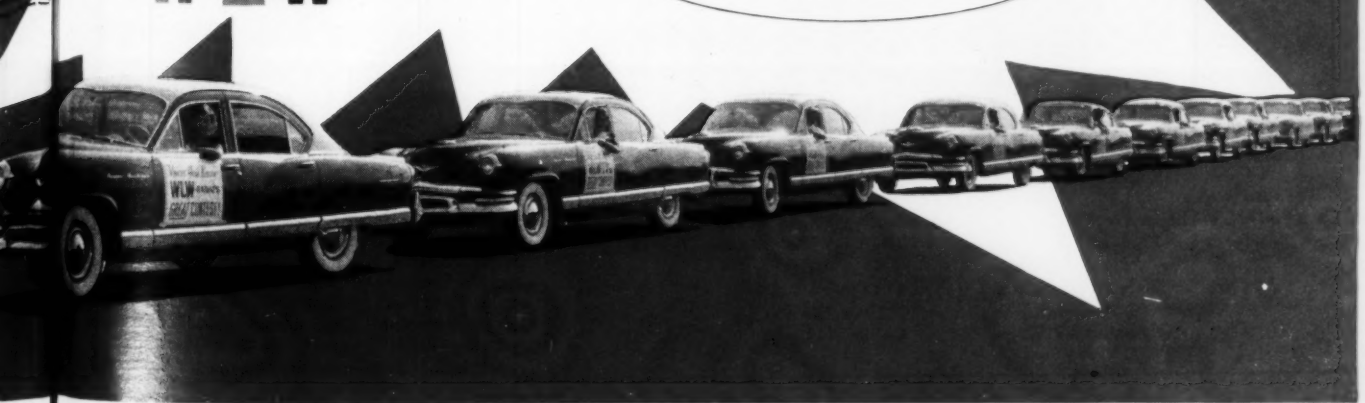
WLW-TV has given away TWENTY 1953 Kaiser Manhattans

Viewers, called by WLW-TV stars, are asked to identify a local landmark televised on their local WLW Station. When viewers "See it 'n Say it" correctly, they win brand-new 1953 Kaiser Manhattans. It's fun! It's free! Nothing for the viewers to do but watch their WLW-TV Stations—building a large, eager market for every ad message. And that's just what is happening! Each day is a sensational selling day for YOU!

Let WLW-Television pick-up your summer sales!

WLW television

CROSLEY BROADCASTING CORPORATION



KAFY-TV TO BRING TV TOTAL TO 209; 11 OUTLETS PLAN DEBUTS BY AUG. 20.

KAFY-TV is to begin in sizable Bakersfield, Calif., market, and will bring total TV stations to 209, 100 post-thaw. Seven stations went on the air Aug. 1-2 and 11 more plan to begin by Aug. 20.

KAFY-TV Bakersfield, Calif., is due to begin operations on uhf Ch. 29 today (Monday), according to Sheldon Anderson, owner and general manager of the station, who said last week there are 20,000 uhf receivers in the trade area.

J. Walter Thompson Co. ranks the area 163d in the U. S. *Sales Management* ranks the area 173d, and says the population of Kern County is 257,000 with 1952 retail sales of $292,646,000. Per capita income is $1,776, or $6,023 per family, the figures indicate.

KAFY-TV brings total operating TV stations to 209, all but one commercial outlets.

On Aug. 1 and 2 seven stations began telecasting [B•T, Aug. 3]; only KTVE (TV) Longview, Tex., which had hoped for an Aug. 1 debut, failed to meet its target.

These stations began Aug. 1-2.

KBES-TV Medford, Ore., vhf Ch. 5, Aug. 1.
KMBC-TV Kansas City, Mo., share-time on vhf Ch. 9, Aug. 2.
WHB-TV Kansas City, Mo., share-time on vhf Ch. 9, Aug. 2.
KMO-TV Tacoma, Wash., vhf Ch. 13, Aug. 2.
WGVL (TV) Greenville, S. C., uhf Ch. 23, Aug. 1.
WKJF-TV Pittsburgh, Pa., uhf Ch. 53, Aug. 1.
WISE-TV Asheville, N. C., uhf Ch. 62, Aug. 2.
WTVU (TV) Scranton, Pa., uhf Ch. 73, Aug. 2.

Vhf outlets now total 159; post-thaw vhf 52; post-thaw uhf 48; commercial post-thaw stations 100.

Within 10 days 11 more stations plan to begin (see list at end of story).

Richard W. Hubbell, assistant to the president of Easton Pub. Co., permittee of uhf Ch. 57 WGLV (TV) Easton, Pa., said that WGLV test patterns are received in New York City with better quality than those of any New York or Philadelphia station received in Easton.

WGLV was the only uhf station he could pick up on an all-channel vhf-uhf receiver in New York, Mr. Hubbell said. WGLV plans to start programming on Aug. 14. It is affiliated with ABC-TV and DuMont and will broadcast from 7-11 p.m. daily, 6-11 p.m. weekends. The station started test patterns June 26 and test programming July 30. Mr. Hubbell said the outlet transmits with an effective radiated power of 100 kw visual using DuMont's first high-power uhf transmitter.

KCMC-TV Texarkana, Tex., expects to begin commercial telecasting operations on Aug. 16, General Manager Frank O. Myers reported last week. The station, which will operate on vhf Ch. 6, is owned and operated by KCMC Inc., licensee of KCMC-AM Texarkana.

KMMT (TV) Austin, Minn., vhf Ch. 6, turned on its test pattern July 27, L. L. McCurnin, manager, said last week. Programming will start Aug. 17, he reported.

Mr. McCurnin said a survey and the RETMA set count indicates 49,986 TV sets in the area. The station is affiliated with ABC-TV, CBS-TV and DuMont.

Has Own Radio Relay

First test patterns of WATR-TV Waterbury were to be broadcast last Saturday, according to plans announced last week by Sam Elman, manager of the station. He said that WATR-TV, which will be an ABC-TV and DuMont affiliate, will maintain its own micro-relay station at Oxford, Conn., and will not be dependent upon cable facilities for programming from New York.

Glenn G. Griswold, commercial manager of KFEQ-TV St. Joseph, Mo., said the station will start telecasting early in September on vhf Ch. 2 with 52 kw from an 810-ft. tower. KFEQ-TV, affiliated with CBS-TV and DuMont, will serve 48,459 TV homes, he said. He said St. Joseph is the third largest market in Missouri.

KVOA-TV Tucson, vhf Ch. 4, indicates the NBC-TV affiliate will begin Sept. 15.

KCOK-TV Tulare-Fresno, Calif., uhf Ch. 27, begins Sept. 15, Sheldon Anderson, owner and general manager, said last week. Mr. Anderson, who also owns KAFY-TV (see foregoing), said a survey shows 40,000 uhf sets in the primary service area.

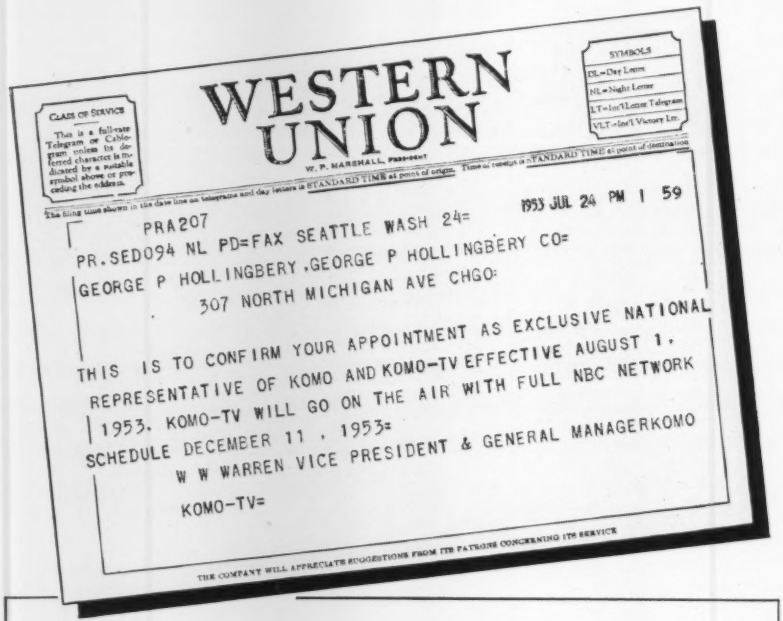
Boston's third TV station, WTAO-TV on uhf Ch. 56, begins test programming Aug. 31, Frederic S. Bailey, general manager, said last week. He said formal opening will be Sept. 28.

An RCA transmitter, needed before KJEO-TV Fresno can begin, now has been shipped, J. E. O'Neill, president of the uhf Ch. 47 outlet, reported. The transmitter will be installed atop Bald Mountain, 29 miles northeast of Fresno. Test broadcasting is set for September,

add **Seattle**

to your Hollingbery list

Effective August 1, 1953


WESTERN UNION
W. P. MARSHALL, PRESIDENT
SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.
CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.
1953 JUL 24 PM 1 59
PRA207
PR.SED094 NL PD=FAX SEATTLE WASH 24=
GEORGE P HOLLINGBERY,GEORGE P HOLLINGBERY CO=
307 NORTH MICHIGAN AVE CHGO=
THIS IS TO CONFIRM YOUR APPOINTMENT AS EXCLUSIVE NATIONAL REPRESENTATIVE OF KOMO AND KOMO-TV EFFECTIVE AUGUST 1, 1953. KOMO-TV WILL GO ON THE AIR WITH FULL NBC NETWORK SCHEDULE DECEMBER 11 , 1953=
W W WARREN VICE PRESIDENT & GENERAL MANAGERKOMO
KOMO-TV=
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Fisher's Blend Station, Inc.

KOMO 50,000 Watt NBC outlet

KOMO-TV Channel 4—Maximum power

appoint as their exclusive national representative, the

George P. Hollingbery Co.

CHICAGO 1
307 N. Michigan Ave.
Andover 3-2636

NEW YORK 18
500 Fifth Ave.
Bryant 9-3960

LOS ANGELES 13
111 W. 5th St.,
Madison 6-3633

SAN FRANCISCO 4
625 Market St.,
Douglas 2-7192

ATLANTA 3
223 Peachtree St.,
Lamar 5710

NETWORK TELEVISION
By the Bell System

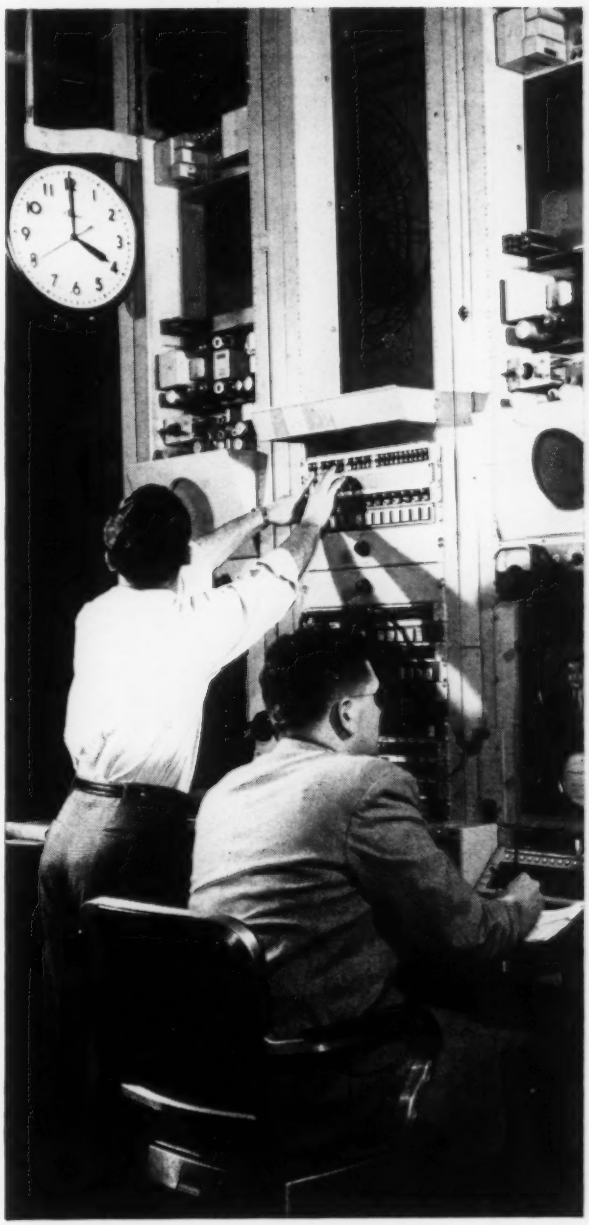
Bell System coaxial cable and radio relay routes provide the television industry with nationwide facilities making live network programs available to more than half the people in the United States. This is another of the Bell System's public service achievements.

The job, which began years before the first commercial network service in 1948, is a long and costly one. It requires huge investments of money, intricate equipment and personnel trained in special skills. Above all, it takes planning years ahead . . . channels must be engineered long before orders are received from network companies.

In addition, television plans are always integrated with future requirements for long distance telephone service . . . for private line networks for government and industry. All can use the same routes as television. Thus, the public interest and the requirements of the television industry are both factors in this development.

Equipment is complex, yet it must be highly dependable and long-lasting. The value of coaxial cable, radio relay systems and associated equipment already in use by the Bell System for television is nearly $100,000,000. About 34,000 miles of television channels are now available and 13,000 more will be ready by the end of the year.

Charges for these facilities average about 10 cents a mile for a half hour of program time.



Technician in Bell System television control room makes a split-second switch by remote control of network facilities at radio relay station over 200 miles away.

BELL TELEPHONE SYSTEM

Providing transmission channels for the radio and television industries today and tomorrow

OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to *your* needs.

Single copies are $5.00—
—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

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Please start my subscription immediately to include:

( ) Weekly issues of BROADCASTING TELECASTING $7.00
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Mr. O'Neill said, and commercial programming is planned Oct. 1.

John W. Guider, president of WMTW (TV) Poland, Me., the vhf Ch. 8 grantee which will have its transmitter atop New Hampshire's Mt. Washington, said the target date has been moved forward to April 1.

Carl E. Haymond, president of KMO-TV Tacoma-Seattle, vhf Ch. 13, after the station went on the air Aug. 2, said, "we had in excess of 5,000 phone calls and telegrams coming in from Vancouver and Victoria, B. C., on the north, to Salem, Portland, Seaside and Astoria, Ore., on the south. . . .

"This was the third 12 bay superturnstile antenna with 10 kw transmitter to go on the air," Mr. Haymond said. KMO-TV's antenna is 951 feet above sea level, he added, and the station's daily schedule is 3:45 to 11 p.m. Mr. Haymond said the program schedule, which includes several NBC-TV shows, will be expanded.

KBTV (TV) Denver, vhf Ch. 9, claims it now is one of the most powerful stations west of the Mississippi with an effective radiated power of 240 kw visual. A station spokesman claimed viewers 160 miles from the station reported "perfect conditions and reception."

KBTV's transmitter is atop Lookout Mountain. Previous power was 12 kw.

WKAB-TV Mobile, Ala., stepped up ERP Aug. 1 to 258 kw visual, R. H. Moore, general manager, said last week. The uhf Ch. 48 operation "is exceeding our expectations," he exclaimed, adding that viewers report good reception as far as 60 miles from the station.

SHARE-TIMERS share spade in breaking ground for transmitter building. Executives of WHEC and WVET Rochester, both granted vhf Ch. 10 there on a share-time basis, expect to complete building in 60 days. At the task are (l to r) Clarence Wheeler, WHEC vice president; Irvin F. Lyke, WVET president-general manager; C. Glover DeLaney, WHEC general manager, and Paul C. Louther, WVET vice president. In background is WHAM-TV TV tower, which also will be used by WHEC and WVET.

Aldo De Dominicis, secretary-treasurer and general manager of WNHC-TV New Haven, Conn., said completion of the station's $750,000 vhf Ch. 8 facilities is set for November. WNHC-TV, a pre-freeze station, now is on vhf Ch. 6 and is one of 30 existing stations which required have to change frequency under FCC's Sixth Report & Order.

The WNHC-TV site is on Gaylord Moun-

tain in Hamden. Enlargement of the present transmitter building is proceeding on schedule, Mr. De Dominicis said.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, August.

CALIFORNIA

KAFY-TV Bakersfield, uhf Ch. 29 (ABC-TV and DuMont), represented by Forjoe TV Inc., today (Monday) (test pattern started July 28).

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair TV, Sept. 1.

KETH (TV) Los Angeles, uhf Ch. 28, noncommercial educational, August (granted STA).

KICU (TV) Salinas, uhf Ch. 28, Sept. 1.

KITO-TV San Bernardino, uhf Ch. 18, represented by George P. Hollingbery Co., August.

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., late August.

CONNECTICUT

WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., August.

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., Sept. 7.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 30.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 1.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 22 (test pattern started July 25).

ILLINOIS

WTVI (TV) Belleville, uhf Ch. 54 (DuMont), represented by Weed TV (now on test pattern).

WCIA (TV) Champaign, vhf Ch. 3, represented by George P. Hollingbery Co., Sept. 1.

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 15.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Sept. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Sept. 1.

KANSAS

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 15 (granted STA).

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV), August.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 24.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, mid-August.

MAINE

WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Aug. 15.

MINNESOTA

KMMT (TV) Austin, vhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by John E. Pearson TV Inc., Aug. 17 (test pattern started July 27).

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Sept. 1.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 27.

MISSOURI

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., early September.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), George P. Hollingbery Co., Aug. 15 (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented by the Walker Representation Co., Aug. 15.

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television, August 20.

NORTH CAROLINA

WAYS-TV Charlotte, uhf Ch. 36, represented by The Bolling Co., Sept. 1.

WCOG-TV Greensboro, uhf Ch. 57 (CBS-TV), Sept. 1.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Sept. 1.

WHKP-TV Hendersonville, uhf Ch. 27, August.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represented

SPOKEN WITH THE VOICE OF
Authority!

The voice that is obeyed . . . is respected. Respect must be earned . . . and just as the "top-kick's" stripes were earned . . . so was WWNC's 11-county audience.

That WWNC's "voice" carries authority is evidenced by the advertisers —both national and local —that have consistently used WWNC for 20 or more years. These advertisers stay on WWNC because of the sales its 82.4% penetration* produces.

*50% or better counties SAM 1952

5000 WATTS WWNC DAY AND NIGHT
570 ON YOUR DIAL

CITIZEN TIMES STATION IN ASHEVILLE N. C. REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

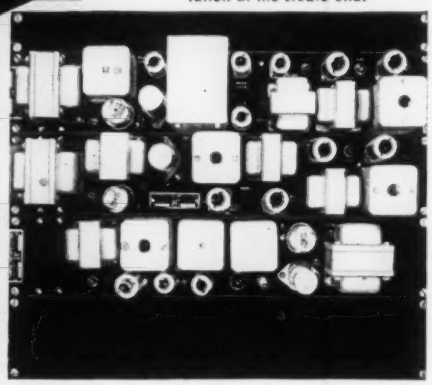
Control panel for installation at the studio end.

HAMMARLUND REMOTE CONTROL & METERING

For

Unattended Broadcast Transmitters!

Control equipment for installation at the studio end.



Economical, dependable system . . . Needs only a single telephone circuit!

Substantial reductions in operating costs can be made by taking advantage of the recent authorization by the FCC to permit remote control of AM and FM broadcast transmitters. FCC regulations for this mode of operation stipulate that complete and continuous control of remotely situated transmitters must be maintained at all times. It is desirable, also, to obtain highly dependable equipment having a reasonable first cost and low operating expense. Hammarlund equipment offers distinctive advantages in all these respects.

Included in the Hammarlund remote control and metering system are the following basic features that are vital to efficient and economical remote transmitter operations:

1. Only a single telephone circuit is required. May be operated over VHF or microwave. No DC circuit is used.
2. Full control of up to nine separate circuits.
3. Telemetering of nine separate electrical quantities.
4. Up to four emergency alarm indications.
5. Fail-safe operations assured at all times.

In most cases, this equipment will pay for itself through savings effected in operating costs in less than a year.

Write to The Hammarlund Manufacturing Company for full details about this equipment.

HAMMARLUND

The Hammarlund Manufacturing Co., Inc.
460 W. 34th Street, New York 1, N. Y.

by Headley-Reed TV Inc., Aug. 15.

WUTV (TV) Youngstown, uhf Ch. 21, August.

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 14 (test pattern started June 26).

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), late August.

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co., Sept. 1.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., September.

WHBQ-TV Memphis, vhf Ch. 13, Sept. 15.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 16.

KNUZ-TV Houston, Tex., uhf Ch. 39, represented by Forjoe TV Inc., Sept. 15.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., August.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

KETX (TV) Tyler, Tex., uhf Ch. 19, Aug. 30, (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Aug. 15.

VIRGINIA

WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern due Aug. 15).

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 1.

WASHINGTON

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

Put to the Test

IF a television antenna is operating properly, all waves will be going out; if something is wrong, some will be reflected back.

To find out which of the two cases is true of a particular antenna, engineers use a reflectometer test. The first in-the-air, on-the-air tests of an RCA 12-bay antenna were underway at KTBC-TV Austin, Tex., fortnight ago.

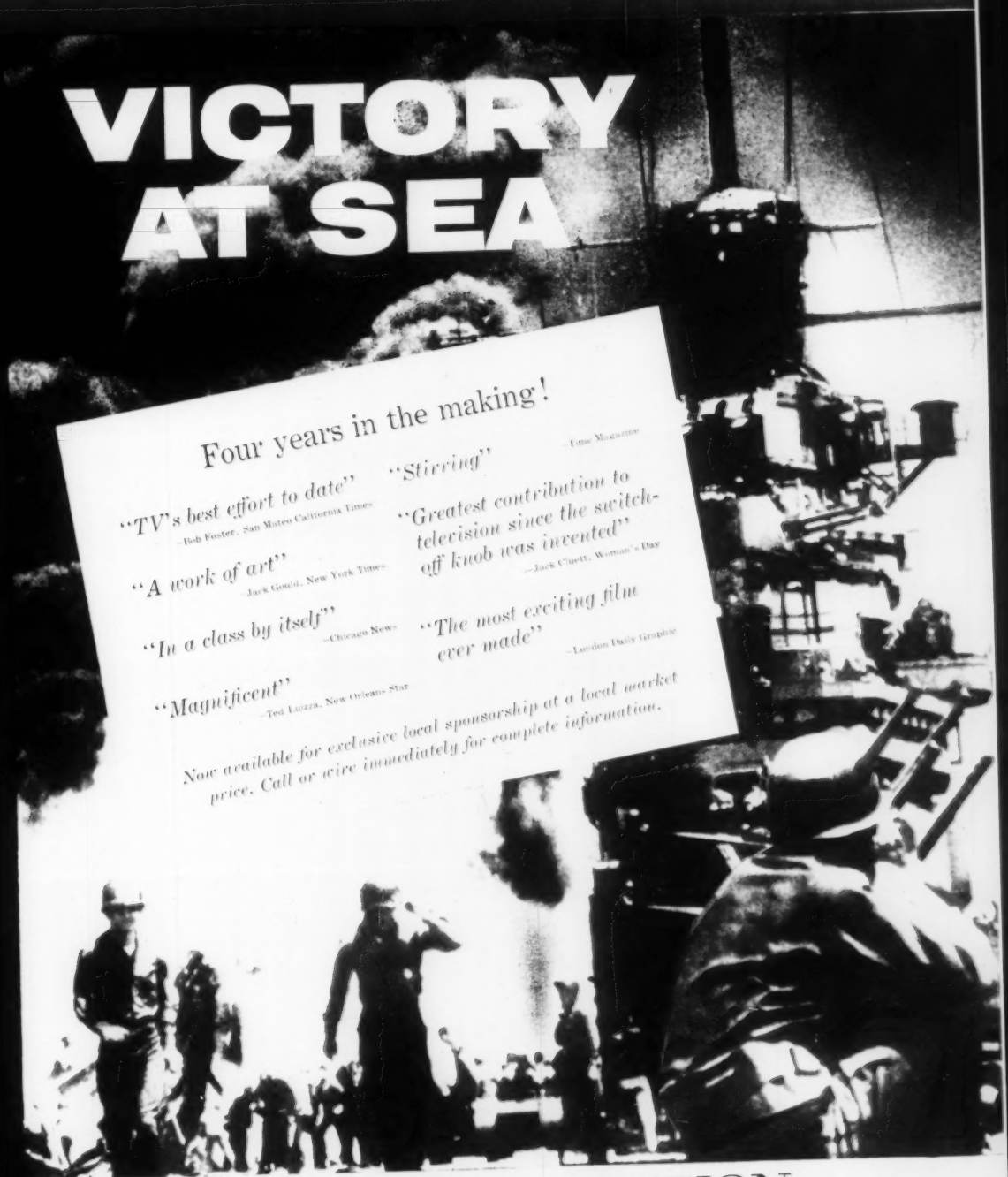
Ordinarily the job is done before the antenna is raised, but KTBC-TV's mast was designed to allow the test after the tower is in operation. Each of the 48 separate bat wings is fitted for the examining instruments, eliminating the possibilities of error which might occur if a general sweep test of the installation were used.

The work is progressing under the direction of an RCA service team, station chief engineer Ben Hearn, and A. Earl Cullum, Dallas consulting engineer. Says KTBC-TV General Manager J. C. Kellam:

"We're getting a fine picture now, but the RCA people want to prove it scientifically."

BROADCASTING
TELECASTING

TV FILM features


VICTORY AT SEA
Four years in the making!
"TV's best effort to date"
—Bob Foster, San Mateo California Times
"A work of art"
—Jack Gould, New York Times
"In a class by itself"
—Chicago News
"Magnificent"
—Ted Lazza, New Orleans Star
"Stirring"
—Time Magazine
"Greatest contribution to television since the switch-off knob was invented"
—Jack Cluett, Woman's Day
"The most exciting film ever made"
—London Daily Graphic
Now available for exclusive local sponsorship at a local market price. Call or wire immediately for complete information.
NBC FILM DIVISION
NEW YORK, CHICAGO, LOS ANGELES

*Quick Quiz** FOR BUYERS OF TV FILM COMMERCIALS

**Slightly biased*

Q. Who is qualified to make TV film commercials?

A. ***Advertising men who are experts in visual selling.***

SARRA has been a specialist in visual selling for more than 20 years.

Q. Which technique is best for my commercials?

A. ***The one which best suits your product and sales story.***

SARRA has had brilliant success with animation, live action and stop motion – and combinations of all three.

Q. What is the best way to work with the producer?

A. ***A good producer deserves to be made a member of your team. Whether he works from your storyboard or his, the more you draw on his specialized experience, the better the results.***

SARRA's permanent staff of script and storyboard experts are equipped to do the complete job, or they will cooperate with the agency's departments to carry out its ideas.

Q. How much of the creative preparation should the producer contribute?

A. ***As much or as little as required.***

SARRA has produced more than 2500 film commercials, of which 65% were created by SARRA'S own staff.

Q. How much should a TV commercial cost?

A. ***There is no such thing as a cheap commercial. There are good and bad commercials. Good commercials are inexpensive.***

SARRA commercials are inexpensive because they sell effectively. They are so fresh and interesting they can be repeated for cumulative effect without becoming tiresome.

Q. Should the producer be expected to submit a script or storyboard on speculation?

A. ***No. An established producer's stock in trade is ideas and he is worthy of your confidence.***

SARRA does not submit material on speculation. SARRA charges for the creation of scripts or storyboards but once okayed, they become part of the overall quotation. However, you do not gamble time or money for, of over a thousand storyboards and scripts created by SARRA, only 7 have not been produced.

Q. How important is the quality of the TV film prints?

A. ***The print that goes on the air represents your investment of time, talent, and money. It should be the finest available for TV reproduction.***

SARRA insures good reproduction. SARRA has its own laboratory for the sole purpose of making prints of its commercials for TV presentation. These prints are called Video-O-riginals and whether you order one or one hundred, each one is custom made.

Q. Are better commercials made in the East, in Chicago, or on the West Coast?

A. ***Geography doesn't matter. Facilities and equipment are only as good as the men who use them.***

SARRA specialists are available in SARRA'S own New York and Chicago studios and in associate studios in California. The script and your convenience determine the location.

SARRA INC

SPECIALISTS IN VISUAL SELLING

New York: 200 East 56th Street

Chicago: 16 East Ontario Street

TELEVISION COMMERCIALS • PHOTOGRAPHIC ILLUSTRATION • MOTION PICTURES • SOUND SLIDE FILMS

features

- Tips for novice film buyers. Page 82.
- Tips for novice film makers. Page 83.
- Editing feature film. Page 88.
- Re-runs can be profitable. Page 89.

film maker

William Self

A FAR cry from teaching American history, William Self has recently completed 52 half-hour films for Meridian Pictures as associate producer on CBS-TV *Schlitz Playhouse of Stars*.

Entering video film production as assistant producer on the *China Smith* series for Bernard Tabakin, he felt he was an old hand at the game after shooting 13 of the half-hour programs in 21 days. So, when John Gibbs, seeking someone to handle the production for the Schlitz series, asked Mr. Self if he knew all about the business, he received an unqualified "yes" as answer.

This was not an idle boast, as Mr. Self, with six weeks in which to get on the air by Nov. 28, 1952, proved. Starting with no crew or studio, just an unlettered office at Goldwyn Studios and some paper borrowed from a secretary across the way, he went to work.

From his background that included acting in 28 A-quality motion pictures, he soon evolved a philosophy that admitted "no good reason why TV films should not be of A picture quality." This was a departure from the thinking of a year before, when it was believed by many producers that people with experience in making film quickies were the logical ones to hire for the stepped-up video film production.

The big question was whether men who were accustomed to making A pictures could turn out a half-hour TV film show in three days on a $25,000 budget.

Mr. Self turned to Howard Hawks, with whom he had worked on "The Big Sky," and when advised to hold out for the best, secured the services of Supervising Editor George Amy, a two-time Oscar winner; Head Cameraman Russ Harlan, Academy Award nominee; Make-up Man Don Cash, and Production Manager Ralph Nelson.

Then came the problem of convincing top free lance motion picture actors to wet their feet in video. "They were doubtful," he recalls "about the technicians, the make-up men, the hairdressers and all that sort of thing and about having to work at top speed. But today we have no trouble getting such names as Ann Sheridan, Walter Brennan, Broderick Crawford and others of similar stature."

Born into a family of theatrical interests some 32 years ago, Mr. Self acquired his early interest in acting from his father, Edwin B. Self, who in addition to acting as director of advertising for Joseph Schlitz Brewing Co. has written several Broadway plays. The fact that his older sister Jean later became a stage actress also contributed to his interest.

Following a childhood spent primarily in Dayton, Ohio, he entered the U. of Chicago to major in political science in preparation for a history-teaching career. While an undergraduate he met and married Peggy Bacon, who was campus homecoming queen of 1941. They are now the parents of Edwin 10, and Barbara, 7.

The year following graduation in 1943 found him working as a copywriter for a Chicago advertising agency when the acting bug hit again. Moving his family to Hollywood, he found immediate success in attracting the attention of the motion picture industry. In his first professional acting role, he had the distinction of being the first soldier killed in "The Story of G.I. Joe." Roles in other motion pictures followed until he made a trip to New York with actor Spencer Tracy, who showed him the successful and unsuccessful sides of Broadway and told him to "weigh your chances and decide whether it's worth the gamble."

Back in Hollywood, Mr. Self put away his greasepaint and entered TV film production. Now underway on a new shooting schedule for *Schlitz Playhouse of Stars*, Mr. Self still finds time to play a competent game of tennis—he won the men's singles in state-wide competition in Milwaukee in 1945—and to continue his hobby of collecting stories about Annie Oakley.

The once aspiring professor of American history feels he may get around to that yet and "teach the history of the movies."

TIPS TO THE NOVICE FILM BUYER

By Elaine S. Phillips

IF all the programming of television were to be classified into three categories, whether it be of local or network origin, these three classifications would be studio, remote and film. And until recently that latter group, film, was the neglected stepchild of the business.

Film to many broadcasters was merely a means of extending program time or filling up unplanned portions of a schedule. There was a limited supply of available films, and much of what was available was of pre-television vintage. Little effort was made by either the film source or the broadcaster to use film in a proper place or on a series program basis.

Today the supply of film is greatly expanded; the amount of film of recent production for television continually increases; and older films are being grouped into specific series programs either by the film distributor or by the stations.

A station film-buyer looks for two general points in available films. Is it what the programming schedule needs and is it a saleable product? Only by close coordination with the station programming department and the sales department can these points be determined. Then come the other points of quality, frequency, cost and contract. But only when a station specifically needs film product for its own programming use or the needs of a sponsor does the station actually buy, for speculation in film can become a very costly monthly expenditure.

Available in the film market today are the following general classifications: Features and westerns (old and fairly new, both poor and good quality, low and high cost packages); half-hour and quarter-hour series of all types of subject matter; miscellaneous shorts of every type; three minute musicals; newsreels, daily and weekly; cartoons, and sporting events such as boxing and wrestling in half-hour and hour-length films. Almost any type of subject matter of any length that your programming needs require, that your local sponsor may be interested in, and that your budget can afford is available on film.

Where do all these films come from? And who is distributing them?

(1) From film companies whose product was never specifically intended for television but who have made their film available for air use.

(2) From film distributors who have acquired the television rights to films and are releasing these films to stations.

(3) From established and new film producing companies who are making product specifically for television.

(4) From film distributors handling the sales of both miscellaneous and older films and tailor-made television series.

The purchase of film for telecasting purposes is as varied as there are film companies and stations, but generally speaking, methods of purchase can be classified as follows:

Spot booking . . . . The rental of one specific film for a one-time use only.

Series booking . . . . The rental of a group of 13, 26, 39, etc., films of the same type for a one-time showing of each. (Sometimes repeat showings are also arranged along with the initial use, for example, a series of 26 half-hour detective films for one showing each.)

Long term use . . . . Arrangements for a large number of films for a certain number of plays each over a specified length of time, for example, a group of 20 features with three plays each during a period of one year. . . . . Arrangements for a certain amount of film at a specified cost per hour of film over a certain length of time, for example, four hours of film per week at a fixed cost per hour of film over a period of six months.

Library basis . . . . Contract for a certain number of films for a specified length of time with unrestricted use of the films, that is, no restriction as to the number of times played on the air or as to whether they are for sustaining or sponsored use.

Film companies and distributors base their television rental charges on various points: Number of sets in the area, percentage of station rate card (that is, corresponding time rate of station to time length of film), number of times of usage involved, length of holding time, and also on the point of sustaining or sponsored use.

Many film companies have based their prices ususally higher than the specific market can afford, and with a few exceptions among the film companies and distributors, it seems to be the negotiations between the station and the film source that determine the actual price for a film for a market. Such factors as the total number of films being bought from one company, the length of the contract period, and the frequency of use of the films involved enter into determining the final price. As a rule it is a good practice to limit all contracts to no longer than a one-year period. For the film distribution business for television is constantly changing, and longer term contracts may prevent a station from the use of any newer film products which may become available at any time.

Once the price of the film in question

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ABOUT THE AUTHOR

Miss Phillips broke into television at WBKB (TV) Chicago [now WBBM (TV)] during World War II, working in various production jobs. In 1946 she became film director of WWJ-TV Detroit. She has been film director of WSPD-TV Toledo since 1948.

TO THE NOVICE FILM PRODUCER

Here are basic hints for the beginner as adapted from a chapter in "The Television Manual," written by the producer of the NBC-TV series, "American Inventory," and published by Farrar, Straus & Young, New York

By William C. Hodapp

THE easiest way to produce a film for TV, of course, is to commission a recognized studio to do the job, either at home or abroad. If, however, the TV producer has ingenuity and is ready to accept the challenge presented by the possibilities, he can surround himself with a minimum crew and do the TV film job himself.

When making a film for TV, it is not enough simply to point the camera at an object and assume that the picture you get will necessarily tell the story you want to tell. Amateurs and professional photographers and directors must be selective in their choice of camera shots, and watch out particularly for so-called matching or transitional material which will enable the story to be carried smoothly from one sequence to another. Here are some simple points to bear in mind when you decide to produce films for TV.

If you have never taken a movie film, it might be a good idea to buy or rent an 8mm camera and deliberately try to film a story from everydaylife—for example, a day at a factory, a session at school, a parade, or any other activity which has a beginning, middle, and end. While 8mm film is not suitable for TV, it is inexpensive and will serve to teach you, by experience, general principles of movie-taking. After you are ready to try seriously and invest the necessary money in 16mm film, you will find that your planning falls logically into the following chronological sections:

(1) In choosing the theme, always remember that whether it is to cover 10, 15, 20, or 30 minutes, the subject should be productive of enough varied details to hold interest for that length of time.

(2) You must decide whether to shoot in black and white or color. When you make an investment of time, research, and money in doing a film, you might as well consider whether it might not be a good idea to shoot in color, as you can get an acceptable black-and-white print from the color negative. Additionally, when color TV becomes a reality, you will have some materials which perhaps can be sold or telecast in that medium. It is important, of course, if you have this in mind that you try to make your film as dateless as possible.

Whether your choice is black and white or color, in arrangement for *correct lighting to be effective on the TV system*, it would be best to keep within the "contrast range" limitations of color film. This means that you should familiarize yourself with the limitations in the tone range of color photography. Be sure never to have any "high" whites or very dark blacks. And, again, remember to stay within the so-called "three-to-one" proportion; specifically in any given scene, the brightest part of the setting, make-up, props, or other elements should not be lit more than three times brighter than the darkest. For instance, a dark blue improperly lit will turn out black; or a buff or off-white overlit could turn out an ineffectual, burned-out, or washed-out white.

(3) You must decide whether to shoot a silent film or one with sound sequences. If you shoot a silent film, you will have to add narration and music later on a mixed sound track. Silent picture with narration and musical score are duller in interest than those which are enlivened by actual dialogue and sound effects. But shooting sound sequences is more complicated and more expensive.

Keep in mind that even if initially you do not intend to include sound in your production, you must always shoot your film at 24 frames per second or sound speed so that what you do, if good, can be used in the TV film field.

(4) The next step is to make a general budget including cost of film (incidentally, you should shoot at least three times as much as you expect to need); cost of rental of equipment if you do not own it; cost of transporting it to those places where you will be shooting; cost of studio and facilities, including sets, lighting, and special effects if studio shots are needed, and cost of narrator and music. Live music is especially costly, and you may decide in favor of either recordings, transcriptions, or music on film tape if they can be cleared for use on your film; or you may decide on one live musician, who is usually an organist, since that instrument is the most flexible. If you are going to have dramatic sequences, cost of actors will have to go into the budget. Often, it may be desirable to film from life where you may not have to pay your performers. Then you will need to get release from those you do not pay, as well as the ones you do pay, giving you the right to various uses of the film in which they appear. You must watch invasion of privacy, which means that you are not at liberty to shoot people as you find them without warning them that you are turning a camera on them.

(5) Remember that you are not only telling the plot of a story; you must also create the emotional climate of the story. You must establish where you are geographically or socially as a frame of reference for the action.

(6) Lastly, you must add to your budget processing, printing, and editing costs. Many film movies and some professionals shoot "off the cuff," meaning that they do not scout their story ahead of time by deciding

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ABOUT THE AUTHOR

Since March, 1951, Mr. Hodapp has been executive director of Teleprograms Inc., the non-profit production firm organized under an Alfred P. Sloan Foundation grant in cooperation with NBC-TV. He produced the *American Inventory* series. He was formerly an NBC network writer and a producer at WAVE Louisville.

TIPS TO THE NOVICE FILM BUYER

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has been agreed upon and you are ready to lease the film, the matter of specific contract arises. There are many varieties of film contracts in use. Some film companies have devised their own film contract release forms. Some stations have theirs. But whatever film contract release form is used, it should contain the necessary legal points for the use of a film over television, that is, complete clearance for the station (exhibitor) from the responsibility of right and clearance of the film itself, its rights and its contents. The film distributor should agree to indemnify the station against suit arising out of use of its film product, and the station should guarantee the film distributor such points as prompt payment, proper use and care of the film, return of prints as scheduled, and promise of no copying or duplication of the rented films.

How much should you pay for a film? That can be determined by several factors, the amount that your local market and sponsors can afford and the total number of films being purchased. A film program series may be of the very best quality, but if the price asked is beyond the advertising budget of any potential local sales, then the station cannot afford to contract for the series. And if the price of a film series of 13 is beyond the budget, perhaps by purchasing 26 instead of 13 the overall price may be reduced.

From careful advice from the station's programming department on the type of films needed and from the station's sales department on the local advertisers' budget problems, a high and a low basis for your cost of half-hour and quarter-hour film series may be evaluated, thus giving you some yardstick of measurement for purchase, particularly for sponsored use. In the case of sustaining use, the amount of time for film and the type of film to be used are guides for your price. Most stations have a budget to follow for this type of film purchase, and film buyers can determine an average that they can allot per feature or western or a rate per reel for miscellanous shorts, for this sustaining use.

There seem to be two ways of selling film to local sponsors, the first by actual selection of the film by the sponsor, and the second by show casing the film on the air by the station. The former, of course, is the better method; the station screens several films for the local sponsor, allows him to make his selection, and then the station makes the actual purchase of the film for air use by the sponsor. The latter necessitates the purchase first by the station, placing the film program on the air, and then selling to the local sponsor an established program.

To summarize what a television station buys in film, the groupings, regardless of the specific films, fall into three classifications: Those films which are purchased for local sponsorship, those films that are purchased for sustaining needs, and those films which are purchased on a library basis to build participating programs or meet emergency programming needs.

Good practices are a necessity in any business, and therefore the station film buyer should try to abide by some of the following suggestions: Sufficient advance notice of scheduling, careful handling of film while in station's property, immediate notification of receipt of damaged film, assuming liability for damages incurred while films are in the station's possession, immediate return after air use, prompt forwarding to another station if so designated and prompt payment of rental charges. All of these points are necessary to the film company as the loss or damage to a film print and failure of prompt return are as important to the film distributor as the loss of air time or lack of sponsored time are to the station.

If the station film buyer knows the local market's tastes and needs, knows the available films and their prices for the market, knows the budget problems of the station and local sponsors, works closely with the programming department for specific type subject matter and amounts of film needed, works closely with the sales department for knowledge of local accounts, their tastes in programming and their budget problems, the result should be better film-programming in the total programming schedule, better local sales of film programs, and a more appreciative audience.

TIPS TO THE NOVICE FILM PRODUCER

(Continued from page 83)

on a locale or an event but rather go and film a subject as they find it, ad libbing shots as they develop the movie. The most satisfactory kind of film-making is from a rough shooting script where you have seen in advance the problems and possibilities in the material and have made a loose outline of how the story might visually go. No other script need be necessary except in the case of dialogue sequences which you might want to write and "set" in advance. The easiest kinds of dialogue sequences are those which are impromptu or spontaneous, as in informal interviews. The idea here is to shoot the conversation as it naturally happens and then cut it later in the editing stages. Single system, incidentally, is much more difficult to edit than double system, so you should realize this in the planning stage.

In live TV, as well as on film, it has been found true so far that close-ups and a wide variety of medium shots are perhaps best suited for the TV medium. Some TV producers would differ with this, maintaining, for example, that long shots of the political conventions, shots such as Times Square on New Year's Eve, and the *Hit Parade Show* produced on location abroad the steamship "United States" have been quite effective.

Raw stock refers to unexposed film for shooting purposes and is available in the widths and types discussed below (it is more professionally acceptable to use the word "widths" instead of "sizes" in speaking of 35mm versus 16mm versus 8mm.

Note that 35mm can be subdivided as follows: (1) black and white; (2) Monopack color; (3) Tripack Technicolor.

Technicolor production is so complex and expensive that it is generally not advisable on TV.

Thirty-five mm film is always perforated

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on both sides. It is normally shot and always projected at a speed of 90 feet per minute.

Thirty-five mm is bulkier and more expensive when compared with 16mm film. Its mass is 2½ times 16mm film or 2½ of 35mm equivalent to one foot of 16mm film.

Cost per foot of raw stock depends upon type. Different emulsions which might vary slightly in speed are priced with variations of pennies per hundred- or thousand-foot roll. However, this price differential is determined more by the emulsion itself than by the final photographic speed.

Color film is considerably more expensive than black and white, but the question of whether to use black and white or color should not be determined by raw stock cost alone.

A number of producers prefer 35mm to 16mm film because each 35mm frame is, as we have said, 2½ times the size of the 16mm frame; and it is believed that the 35mm will project more clearly over the TV sytem. This may be, however, a matter of opinion. It is true, perhaps, that a 16mm reduction print of 35mm film makes for a clearer image than film shot originally in 16mm. Certainly, the 35mm sound track is clearer, more brillant, and more accurate than existing 16mm sound tracks.

As to color vs. black and white, whatever stock is used for producing, it is advisable to make black and white prints for use on TV from color originals or negatives. Their quality, if timed correctly, can be excellent.

24 Frames Per Second

Sixteen mm raw stock is available with single and double perforation—single perforation for sound-on-film, double perforation for silent picture film only. All 16mm film is on safety stock (nonexplosive). Here there are no restrictions as to shipping, transportation, and general handling.

Sixteen mm should be shot normally and always projected at the sound speed of 24 frames per second. The 16-frames-per-second rate should not be used any longer, even though silent footage at this speed is still available and though a saving may be effected through its use. This is because fewer feet of film are used for a given scene than if shot at 24 frames per second.

Sound projectors, from the less expensive to the newest and most elaborate now used in TV stations or networks, are geared for the projection of sound film at 24 frames per second only. Variations from the normal speed of 36 feet per minute should be employed only if special effects are desired, as in the case of a speed-up or slow-down of a given scene.

When 16mm black and white film originally appeared on the market for use by amateur cinematographers, it was, in a sense, film "made smaller." It was therefore grainy and of poor quality, although the emulsions used in both were identical; but the graininess of 16mm emulsions naturally was not also "reduced" as it is in present-day 16mm stock.

Now, with new improvements, the emulsions for 16mm film are such that it may be safely said that 16mm film is equivalent in resulting picture quality to 35 mm film, with perhaps one exception: 16mm film projection tends to fuzziness when used in theaters with extremely large screens. This fact, however, is of only academic interest to the TV film producer. Incidentally, an out-of-focus quality and "jumping" of film can be a result of "hand-holding" the camera, rather than using the camera on a fixed tripod. This is again a case of an initial mistake magnified.

When film to be televised is projected onto the 4" x 6" "screen" of the TV camera for telecasting, each single 35mm frame is magnified 16 times; each 16mm frame, 40 times. Compared with the screen used in homes, auditoriums, and theatres, the 4" x 6" "screen" of the TV camera is infinitesimal, and it makes little difference to the eye whether the single frame is magnified 16 or 40 times, provided the film used is of high quality. In other words, 16mm film may be no grainier to the naked eye than 35mm. This is true, always provided the film was originally shot on good 16mm raw stock, correctly lighted, and exposed and printed carefully. If this is the case, definition on 16mm will be, for practical purposes, equivalent to anything attained on 35mm.

Admittedly this optimism is by no means shared by all film producers. The objectors point out that there is very little 16mm equipment—from cameras and their lenses through laboratory processing and printing apparatus to projection machines—that compares in any way with the precision of professional 35mm equipment. Theoretically, they concede, we can use a precision camera and fine lenses with high resolving power to put an excellent image on 16mm emulsions available today. But we must then find a lab, they insist, that takes the

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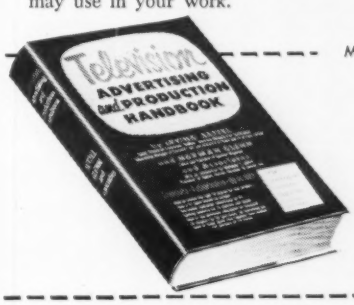

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same pains with 16mm as is professionally done with 35mm, and finally get TV stations to install projectors equal to the new $3,000 Eastman Kodak 16mm projector. Under these conditions, the image in the home should be a pretty good one. Watching a *Fireside Theatre* or the *Gene Autry Show* on 35mm at home, as compared with a TV commercial produced on 16mm by various existing firms, reveals a tremendous difference.

Clearly, the main objections to use of 16mm come from comparisons between a professionally produced 35mm film and a slipshod 16mm production. The same high production standards, however, should apply to the shooting of 16mm film as to 35mm. Nobody would think of using an amateur camera (if any existed) for a production using 35mm film. By the same token, a good quality 16mm production cannot be expected if inferior equipment is used or if the planning of it, script-wise and production-wise, is careless.

Sixteen mm color film, especially the relatively new commercial Kodachrome, or even Kodachrome A (amateur), are great boons to the TV film producer. While raw stock is more expensive than 16mm black and white, film shot in color has a far greater value than black and white, because it is more brilliant and lifelike than black and white in non-TV screenings. It probably can be re-used in telecasting within the next few years when color TV becomes a reality.

For the present, on black and white TV, excellent black and white reversal prints can be made, especially on Kin-O-Lux (DuPont raw stock) film; or a black and white duplicate negative may be made from the color film. Black and white prints can then be run off from the dupe negative without loss of quality.

Any given 16mm color film production, including all raw stock and processing costs, may not be more expensive in the long run than the same production on 35mm black and white. However, the cost of color production is geared to a great extent to the amount of lighting required, and it is conceivable that, with approximately four times as much light needed for color even though photographed on 16mm the production cost may still be in excess of black and white 35mm production.

Eight mm film, at the present time, should not be considered for any professional production. Raw stock is not of sufficiently good quality, and professional cameras, projectors, and processing facilities are not available.

Perhaps the most satisfactory format for a TV film is the documentary, at least from a budgetary point of view. This can be shot as a silent film in the field, that is, on location, and then narration, music, and sound effects can be added "at home" when the footage is edited. The subject and topic areas of such documentaries are limited only by the producer's imagination.

What To Film

A station or a network that has live facilities available should preferably produce films on subjects which cannot be duplicated or simulated in the studio, which deal with more or less remote geographical areas, and/or which are shown as happening over a protracted period of time.

A small crew, consisting of one or two cameramen, a sound man for "wild" sound effects or actual dialogue if there is to be a sound portion of the film, a producer-director who can also sub as a writer, and actors if needed, can be sent to the "subject." Camera equipment and sound-recording equipment can be rented in most instances.

Frequently, a documentary will be enlivened by cutting dialogue sequences into the film. For this purpose you might allow a proportion of two-thirds silent film and one-third dialogue. The easiest and least complicated sound track is that of "on-the-spot," ad lib interviews.

Wherever possible, sound sequences should be shot in "home territory" or near sufficient electrical power outlets. Sound-recording equipment is bulky and intricate, but its demands on electrical current are very small and constitute no great factor in your decision, as do lighting facilities. Note, incidentally, that the slightest variations in alternating current frequency can distort sound. Where alternating current is used, allow for 50 cycles versus 60 cycles.

Wherever you can take battery current on remote, you will find that this makes the current problem easy. Otherwise, local electricians in charge must always be consulted on remote filming, as is the case in remote live programs.

It is recommended that sound sequences be shot on double-system recording. This means that the camera shoots the picture, and a magnetic recorder, using sprocketed tape and synchronized to the camera motor, records the sound. Later the recording is transferred to film; that is, an optical track is made which can be smoothly synchronized with the picture. Both picture and track are edited afterwards.

Single-system recording means recording of picture and track on the same film and at the same time. The single system should be used only for very short sequences which are not expected to need editing. Once picture and sound are "wedded," as they are on single-system recording, decent editing is almost impossible.

The single-system method should seldom be used with color film because of the three layers of varying color die images, which can deter good sound-recording. When, after final editing, color original and optical sound track, made on black and white sound-track stock from the magnetic recording, are synchronized and sent to the laboratory for printing, special care must be taken by the lab in printing the sound from the optical track onto the final color print to insure a minimum of distortion and loss of quality.

The best photographic sound is obtained with pure blacks and pure whites; and Kodachrome emulsions in the past have given trouble mostly because of the color quality of the sound track. Recent developments have improved this defect considerably.

Whether the film is to be silent all the way through or whether sound sequences are to be added, either on location or "at home," you should use silent, that is, double-perforated, black and white or color film. If a sound track is added, the laboratory will, of course, deliver the print on sound, that is, on single-perforated stock. Note that this comment refers to 16mm film only; all 35mm film, as you will remember, is double-perforated.

Sound Is Separate

If the film is not expected to contain sound sequences but later is to be accompanied by narrative track with sound effects and music only, then it might be advisable to broadcast the film as a silent production and originate, at the time of the program, all sound from the studio by placing the narrator in the announcer's booth and using recordings, transcriptions, and sound-effect records.

The alternative, complicated and expensive, is to record in advance, matched on separate tapes, music, and sound effects, in their proper place. Dialogue-sequence tape may be added if it has been made, and then all elements transferred to one master tape properly synchronized. This master tape, with narration, sound, and music, is then made into an optical track and printed together with the picture, resulting in a *composite* print. A composite print of this kind is easier to handle by stations, and can be shipped for telecasting all over the country. All a station has to do, in this case, is to check it in advance, then thread the print into the projector and "let it roll." Again, however, this recording procedure is more expensive than originating elements of sound and music at the time of broadcast. Having the silent print alone to edit and change makes the whole process easier and cheaper.

For Ratings!

"GREAT AMERICANS"

WWJ-TV Detroit, Mich.

September 1952	4.3
October 1952	8.0
November 1952	8.8
December 1952	11.1
January 1953	13.7

For Sponsors!

"GREAT AMERICANS"

The Michigan Bell Telephone Co.
Southwestern Bell Telephone Co.
North Pole Ice Cream, Pittsburgh
Old Stone Bank, of Providence
Adams Dairy, Kansas City, Mo.
and many others

For Sales!

"GREAT AMERICANS"

26 quarter-hour episodes featuring the lives of great Americans and their contributions to the American way of life. Unexcelled in sales potential, unmatched for ratings and viewer interest.

Write or wire for audition prints and rates. Exclusive in your market and subject to prior sale.

APS "the library that pays for itself"
Associated Program Service
(A Division of Muzak Corp.)
237 West 54th St., New York 19, N. Y.
Phone: Plaza 7-7700

You hear it said that haggling is the norm of the TV film business and that only chumps buy at the first price quoted. Here are some interesting views on film price policies as expressed—in sworn testimony—by men who know the field.

CAN YOU REALLY GET IT WHOLESALE?

CAN a television station be film-programmed at $20 an hour?

On the answer to that question may depend an FCC examiner's decision on whether 250w KRMD Shreveport, La., gets a TV grant or not.

The question of film costs came up during the Shreveport vhf Ch. 12 hearing in Washington last month. Competing with KRMD for the Shreveport vhf frequency are Southland Television Co. (23% owned by KCIJ Shreveport principals) and Shreveport Television Co. (numbering motion picture exhibitors among its stockholders). The examiner is Fanney Litvin.

Subject of film costs came up when KRMD Television Operations Manager Owens F. Alexander, formerly with WAFM-TV Birmingham, testified that he planned to use film for 120-140 hours a month. Half of this would be free films, such as industrial, educational and government, he said, and the other half would be purchased. For this, he said, the station proposed to allocate $1,200 a month.

Under rigorous cross examination by opposing counsel, Mr. Alexander expanded on this point. There is an "enormous amount" of free film available for TV, he said. Also, where advertisers buy film packages, there is no cost to the station, he explained. Therefore, he contended, KRMD had only to buy from 60 to 70 hours of film per month.

How It's Possible

The disbelief expressed by the lawyers for the other applicants regarding the $20 per hour film figure impelled Mr. Alexander to explain why he was sure he could deliver at that price.

"The [TV] film business," Mr. Alexander said, "is a little different, I am sure, than what it is for commercial houses. I know from experience that it is a matter of horse trading. If you have someone who knows what they want, where it is going to be placed, how it is going to be used, you can get film for less than $20 an hour."

Mr. Alexander was asked if he could supply a list of films for 60 hours a month at a cost of $20 per hour. He replied:

"No sir, I could not for this reason. It would take a session with the film manufacturers as to what we wanted, on what contractual basis we wanted it, whether we wanted a contract for so many hours per week, per month, and what the bicycling would be, where it would be shipped from . . . I know that they [film producers and sellers] would charge $500 in one market and $20 in another. . . ."

In Birmingham, Mr. Alexander said, average film charges are down to $40 an hour, and that Alabama city has three times the population of Shreveport (326,000 vs. 127,000). He also declared that just before he left Birmingham, he had an offer of "some very fine features" at less than $20 per hour for showing in the Shreveport market.

Again reverting to the "horse trading" principle in film buying for TV, Mr. Alexander recounted some of the factors that film sellers take into account in setting prices: Size of market, number of stations, average audience of station, rate card, whether new or old TV market.

It was at this point in the hearing that Southland attorney Frank W. Wozencraft challenged KRMD to produce a list of films by titles and costs to prove that they could be secured for $20 per hour. After a brief and acid argument among the attorneys, the examiner ruled that it would be necessary for KRMD to produce such a list.

Here is the schedule KRMD submitted:

• For $9,500 to $11,000 a year, product for five programs variously entitled *Afternoon Matinee, Western Theatre, Mystery Theatre, Late Show* and *Saturday Matinee* could be secured from the following distributors: Stevens Pictures, Los Angeles; Colonial Films, Atlanta; MPTV Inc., New York; MCA TV Ltd., New York; Specialty Films, New York; Unity TV Corp., New York, and Hollywood TV Service, Los Angeles.

• For $450 to $600 a year, films for a program called *Sports Special* could be secured from Sterling Television, Specialty Films and Official Films, all New York.

• For $450 to $600 a year, films could be procured to fill a program entitled *TV Music Shop* from Official Films and Snader Telestranscriptions, New York.

• For $700 to $800 a year, films for *Family Theatre* program could be had from Unity TV Corp. and Specialty Films, New York.

• For $450 to $600 a year, films for *Hollywood Diary* could be secured from Consolidated Television Sales, Los Angeles.

• For $1,820 a *March of Time* feature could be had from MOT Inc., New York.

That adds up to $13,370-$15,420 a year for films, or from $1,114 to $1,285 per month.

To confute these figures, Southland checked with 27 film sources, submitted photostats of correspondence, attachments, catalogues and rate cards, showed that its proposed film schedule would add up to $49,800 a year, or $4,150 a month.

Southland went two steps further. It put on as rebuttal witness, Halsey V. Barrett, eastern sales manager of Consolidated Television Sales, in an effort to show that KRMD's figures were invalid.

Mr. Barrett, who formerly was a DuMont Television Network executive, testified that although card rates were established for most of his company's film products, salesmen were allowed a "reasonable latitude" in departing from those figures.

Price Spread of 20%

". . . Taking into account," Mr. Barrett explained, "number of stations in the market, the economic well-being, the number of sets in the area, and general conditions of individual stations . . . our salesmen are allowed certain latitude to take those factors into consideration. I would say that the outside maximum in their variation from the stated price would be 20% in the extreme."

Films costing $20 per hour would be "distinctly inferior," Mr. Barrett continued. He assumed, he said, that they would consist of old movie shorts.

On reruns—where the same film is shown several times in the same market by the same station—Mr. Barrett estimated that the subsequent-run price would be about 75% of the original charge.

In an FCC adversary proceeding—such as this trial for Shreveport's vhf Ch. 12—all the witnesses are under oath. It is up to the examiner to determine which applicant proposes to serve the public best and to propose the grant of a construction permit to the one so chosen. Although there are many other factors considered in making this decision, how the examiner rules on this question of film costs will be considered a significant benchmark in TV legal annals.

EDITING FEATURE FILM

It takes more than a pair of scissors to make a film editor. He can ruin a program if he doesn't know his job.

THE importance of film to a television station makes the position of TV film editor one of the most responsible and demanding in the business, experienced top management will testify.

The qualifications for, and duties of a film editor, it was pointed out, vary according to the station and its program needs. The independent station, however, will have a greater asset in a person who has some special skill or training in the actual editing and cutting of film.

"A conscientious film editor will approach his work with respect for the product and regard for the home viewer's enjoyment," Leland (Jerry) Muller, film program director and editor of KTLA (TV) Los Angeles, owned and operated by Paramount Television Productions Inc., told B•T recently.

"After all, the original film was made by men with talent and ideas," Mr. Muller said. "They spent a lot of money to put their ideas across—to produce a finished product. Any editing, cutting or insertion of commercials by the film editor should not affect the story line, plot development or the physical quality of the prints themselves."

Film program director of KTLA since 1946, Mr. Muller is in an authoritative position to make suggestions for film editors and also to point out some of the pitfalls and problems involved in this work.

Formerly production assistant at 20th Century-Fox studios, he was for four years prior to that a first lieutenant with the Army Air Forces Photographic Division. While in service he headed many special film units in the Far East, and in the United States engaged in producing AAF training and public relations film. Mr. Muller is a graduate of the U. of Southern California where he majored in cinematography.

That phase of Mr. Muller's work which is specifically related to the mechanical processes of editing begins with measuring the film on a footage counter to determine its exact length. He then screens it, keeping in mind the best possible spots for commercial insertion. Commercial breaks should be evenly spaced, according to the length and continuity of the picture, he stressed.

Mr. Muller explained that KTLA cues its films with pieces of paper rather than marking it with a punch to avoid mutilation of the print. As the reel unravels there might be six or eight markers to indicate portions that could be deleted without affecting story line. After screening, the scenes that can be deleted are measured and cut, and commercials are inserted as scheduled. At KTLA the accepted maximum number of commercials is two to three, depending on the length and air time of the feature motion picture.

The exact frame for cutting is determined by running the scene on a "movieola". Mr. Muller said, however, that in most small TV stations a movieola would not be practical and the majority of routine screening and editing can be done on a 16mm projector. Where dialogue from one scene runs into another, it is often necessary in cutting to black out the sound by means of masking tape.

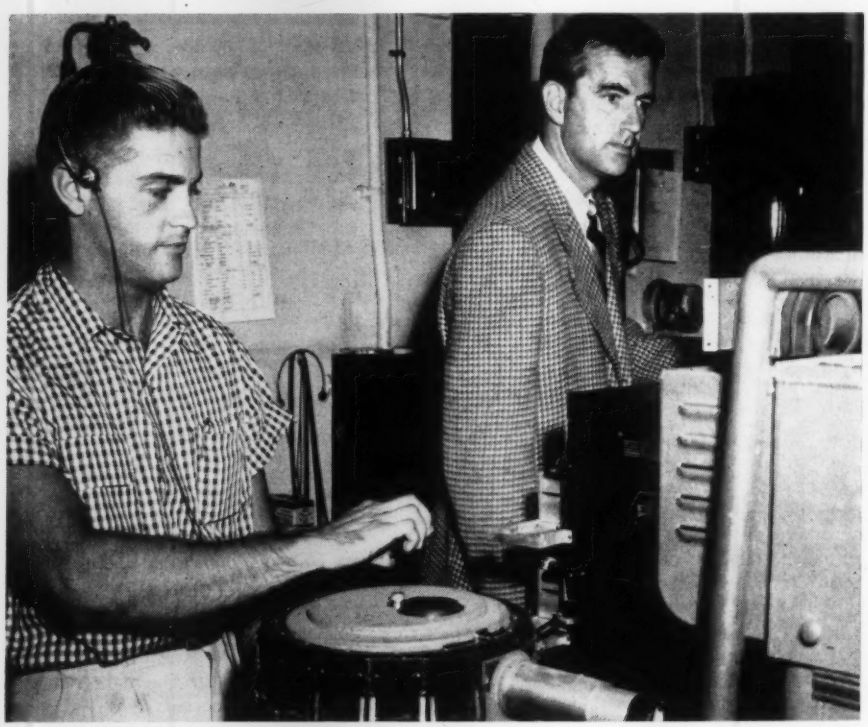
To make a smooth transition from a cut to the next sequence, Mr. Muller frequently uses a "lab fade" wherein the lab makes a fade-out on the previous scene and a fade-in to the next. The scenes thus follow with continuity.

A simpler device is to employ the "board fade," which at KTLA's film department consists in providing the director and sound man with proper dialogue cues or scene action that would enable them electronically to fade from a portion of the film into another sequence. An opaque leader is inserted to replace frames of the picture that have been deleted.

Of primary consideration in editing program content are the taboos of censorship, such as profanity, treatment of sex, brutality, "horror" episodes, racial discrimination, and other questionable scenes. The adult content of most British films makes their editing a matter of particular care and attention, the film editor stated.

And along with editing for program con-

(Continued on page 92)



With slide projectionist Jerry Rogers (l) at KTLA's slide machine, Leland (Jerry) Muller, film program director and editor, checks projector and prepares for a commercial.

The program film supervisor of WPIX (TV) New York makes a case for getting extra mileage out of feature films.

FILM RE-RUNS CAN PAY OFF

By Carol Levine

SOME time ago there was some loose talk that the movie capital's producers should be "forced" to sell their products to television.

Obviously, such a statement has no practical significance, nor workable aspects. Aside from the entertainment value, the glamour, and the few pictures which can be considered an art form, motion pictures are merchandise, in the strictest sense.

Yet this "merchandise" is fast becoming one of the biggest problems in the television industry, whose monthly audience ratings show a consistent trend toward so-called "living-room movie viewing." As new television stations get into operation, and particularly those in the independent category, the problem will become more serious to the program manager.

Still there is no indication that television, an acknowledged competitor of the movie houses, has succeeded in finding a formula which will release the Hollywood floodgates sufficiently to assure itself a steady income of first run pictures of recent vintage.

The question of re-runs for television film series has been thrashed out countless times, with varying results. Some stations are howling at the number of repeats. Vidpix distributors, on the other hand, point up the doubled and sometimes tripled ratings of shows enjoying third and fourth runs.

Now the spotlight seems to be on feature films shown on television many times.

In the beginning, let's concede that television is in the fortunate position of finding itself the recipient of the products of an established medium and being able to adapt them to fit its own needs.

With careful husbanding of movie properties, the average program manager should not have too much trouble in acquiring and utilizing film shows. Up to the present, Hollywood has been consistently turning out an average of 300 features annually. A good majority of these are from the "majors," of course, which are finding that they must protect the movie houses.

But there is still a steady supply of films from the independent producers. Granted, a great majority of these are not of recent vintage, but they do have good starring casts, and fair story content.

Multiple-run deals are most satisfactory, first because ratings have shown a tendency not to suffer appreciably on re-runs, and secondly because the individual cost of each showing is considerably lower.

In addition to the name value of the cast, story content of the film is definitely an aid to block programming. Features with "names" of appeal to the feminine audience can be slotted into spots adjacent to fashion or cooking shows. Hard-hitting yarns readily complement sports programs.

There are many top film personalities now on television, some in filmed series, others making "live" guest appearances. Such stars as Rex Harrison, Lilli Palmer, Joe E. Brown, Nelson Eddy, Jackie Cooper, Gene Autry, Douglas Fairbanks Jr., Adolphe Menjou, Margaret Sullivan, Ann Sothern, Buster Crabbe, William Gargan, Robert Cummings, Brian Donlevy, and many others.

Alert program managers can take advantage of this.

For example, *I Love Lucy* is almost a national institution in point of viewer response. With *Lucy* on vacation, what is more advantageous than slotting a film with Lucille Ball in the 9 p.m. period? In the fall or winter, this same feature can be telecast at 9:30 p.m., thus catching any carry-over audience from the television show.

Recently, Henry Fonda starred in the premiere of a new Saturday night dramatic show on television, with much attendant hoopla in newspapers and magazines. A short time later we telecast a Henry Fonda movie hit, thereby catching what might be termed a "free ride" on the promotion.

With a minimum of promotion effort, this type of programming can pay off in ratings.

Let's take the case of WPIX (TV) New York, an independent station in one of the hottest markets in the United States. One of

(Continued on page 92)

WPIX (TV) capitalizes on popularity of *I Love Lucy* by showing old movies made by Lucille Ball. Here's a still from "Lured," a feature that WPIX has used successfully.

COMPARATIVE NETWORK TV SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*In Our Time* F	*Adventure* L		Revere Meet the Press L
6:15				
6:30	Film Festival Ex. WABC			Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	*Quiz Kids* F	*Georgetown U. Forum*	*Operation Neptune* L
7:15				
7:30	Straw Hat Theatre—F-S	American Tobacco Your Play Time L	*Washington Exclusive*	*Super Ghost* L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour Big Payoff Eff. 6/21 L
8:15				
8:30				
8:45	Gerald W. Johnson			
9:00	At Issue	General Electric GE Theatre L	Clorets Chlorophyll Gum Rocky King Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Orchid Award			
9:30	*Film*	Bristol Myers Arthur Murray Party L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	DuMont Labs What's the Story	*Wonderful John Acton* L
10:15	*Film*			
10:30		Jules Montenier What's My Line L		
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			*Capt. Video*	
7:15				
7:30	*Opera vs. Jazz* L	GM-Oldsmobile News L		*Bob and Ray* L
7:45		Chesterfield B. Eberle & H. O'Connell		Camel News Caravan L
8:00	Talent Patrol	Carnation Burns & Allen (alt.) L Goodrich		Crosley Div Name That Tune L
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris Racket Squad F		Serutan Juvenile Jury L
9:15				
9:30	*Film*	Gen. Foods Instant Maxwell Coffee L Masquerade Party	Co-op Feature Boxing with Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00				
10:15		Westing-house Studio One Summer Theatre L		
10:30				Co-op Who Said That L
10:45			*Ringside Interviews*	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Co-op Eddy Arnold L
7:45		*T. Brewer & M. Tarne*		Camel News Caravan L
8:00		Wrigley Gene Autry Show F	Hazel Bishop (alt. wks.) Toni Co., Blind Date Jan Murray	Revlon Mirror Theatre L
8:15				
8:30		*Feature Film Wheel of Fortune*	*The Music Show*	Associated Products Break the Bank L
8:45				
9:00		Carter Prod. Anyone Can Win (alt. wks.)	Welch's Wine The Dotty Mack Show	P&G Nothing But the Best
9:15				
9:30	ABC Fights (Co-op)	Electric Auto-Lite Suspense L	*Where Was I*	Hazel Bishop This Is Your Life
9:45				
10:00		Block Drug Danger L		P. Lorillard Judge for Yourself L
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L	Alcoa Youth Views the News St. 8, 13		
10:45				Mutual of Omaha, Bob Considine
11:00				*Meet the Veep* L
11:15 PM				

ABC

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	
7:15	
7:30	Date with Judy Clorets 1/2 sponsor
7:45	
8:00	
8:15	*Film*
8:30	
8:45	
9:00	
9:15	*Film*
9:30	
9:45	*Wrestling From Rainbo* L (9:30 to Midnite)
10:00	
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	Local			
11:45				
12:00 N	Better Living Theater Film			
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45				
1:00	Local			
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				Minn. Mining Tues. Scott Paper Thur. General Mills, Fri. Ding Dong School L
10:00		Arthur Godfrey M-Th 10-11 a.m. (See Footnote) Wheel of Fortune F 10-11 a.m. S		
10:15				
10:30				*Glamour Girl* L
10:45				
11:00		*I'll Buy That*		*Hawkins Falls* L
11:15				*Bennett Story* L
11:30		C-P-P (MWF) 11:30-12 N Strike It Rich L		TBA
11:45				
12:00 N		Gen. Mills Bride & Gr'm MWF only L		
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow		
12:45		P&G Guiding Light		
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00	*Film*			
3:15	Junior Cross Roads			
3:30				
3:45	Ralston-Purina *Space Patrol* F			
4:00				
4:15	Sky King	*Rod Brown, Rocket Ranger*		
4:30				
4:45		National Dairy The Big Top L		
5:00				
5:15				
5:30		Gen. Mills The Lone Ranger		
5:45 PM				

THURSDAY

ABC	CBS	DuMONT	NBC
		Capt. Video	
General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Co-op Eddy Arnold L
	GE T. Brewer & M. Torme		Camel News Caravan L
Film	*Take A Guess*		DeSoto-Plymouth Groucho Marx F
Lorillard Chance of a Lifetime L	Willys Motors, Inc. Willys Theatre (alt.) Singer Swng. & Star Plhs.	Associated Tide Water Oil Broadway to Hollywood	Toni Co. Place the Face L
Madison Square Garden F	Lever Lux Video Theatre L	*Treasure Hunt!*	Chesterfield Dragnet F
Summer Fair F	Lever Rinso Big Town F	*Author Meets the Critics*	Ford Theatre F
Local	Philip Morris Pentagon Confidential	*Big Idea*	U.S. Tobacco Martin Kane
Film	Carter Prod. City Hospital (alt. wks.) Toni, Inc. City Hospital (alt. wks.) Place the Face St.8/27		

FRIDAY

ABC	CBS	DuMONT	NBC
		Capt. Video	
General Mills Stu Erwin F	GM-Oldsmobile News		Coca Cola Eddie Fisher
	Chesterfield B. Eberle & L. O'Connell		Camel News Caravan L
The Summer Theater F	Gen. Foods Baker's Food Prod. Pantomime Quiz L		RCA The Goldbergs L
	R. J. Reynolds Man Against Crime	*Guide Right*	Gulf Oil First Person
Film	Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Doorway to Danger L
Half Hour Theatre F	General Foods Sanka Footlights Theatre		Campbell Soundstage L
	Colgate Mr. & Mrs. North	Bauer & Black Twenty Questions	Gillette Sports Reel
		Helene Curtis and Carter Products Down You Go	Chesebrough Greatest Fights F
	Longines Chronoscope		*It Happened In Sports*

SATURDAY

ABC	CBS	DuMONT	NBC
	What In The World		
	Stork Club		*Mr. Wizzard* F
	Sylvania Beat The Clock L		*My Son Jeep* L
Music at the Meadowbrook	Purex Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show Larry Storch 7/11-8/29		Dunhill My Hero F
Feature Playhouse F	P. Lorillard Two for the Money St. 8/15		Pet Milk Original Amateur Hour L
Bayuk Cigar Saturday Evening Fights L			Saturday p.Nite Revue L
Fight Talk	*Bank on the Stars*		
Local	Chrysler Medallion Theatre	Co-op Wrestling from Chicago	
	Simmons alt. wks. It's News To Me	11:05 Boyle-Midway Sports Showcase	American Tobacco Private Secretary F
		11:20 Wrestling Resumes	

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

SUNDAY

CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		Youth Wants To Know L
		Quaker Oats Zoo Parade L
		Recital Hall F
		Co-op *American Forum*

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th		
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.		
	Action in the Afternoon 3:30-4 p.m.		
	[Summer School 4-4:30 p.m.	*Paul Dixon Show*	*Break the Bank* L
			P&G Welcome Travelers L
			On Your Account
			Ladies Choice
			Atom Squad L
			Gabby Hayes**
			Howdy Doody

SATURDAY

ABC	CBS	DuMONT	NBC
Warmup Time Game of the Week			
	Summer Racing		

Explanation: Programs in Italics sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15. Mon. thru Thurs. P & G 4:45-5. M-n. Nestle—4:15-30. Tue. Doeskin—4:15-5. Tues. Johnson & Johnson—4:30-45. Wed. Pillsbury—4:15-5. Wed. Gerber—4:15-30. Thur. Penick & Ford—4:30-45. Thur. Minute Maid—4:45-5. Thur. Simoniz—4:00-15. Fri. Knomark 4:15-45. Fri. Glidden—4:45-5. Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

5:30-6 p.m., M-F. Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon. Th. International Cellucotton & Clinton Foods, alt. days.

10:15-30. Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11. M-Th.—Pillsbury.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

Garry Moore, Tues. 1:15-2 p.m. Pillsbury; Fri. 1:15-2 p.m. Kellogg; Wed. 2:30-1:45 p.m. Purex.

2:30-45 p.m., Thurs.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri.—Kellogg; House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
August 10, 1953

XUM

EDITING FEATURE FILM

(Continued from page 88)

tent, comes the film editor's highly detailed function of checking for the technical quality of the prints themselves. "Bicycling" prints from one station to another frequently results in imperfect and multilated prints being delivered to the hapless TV film editor, Mr. Muller complained. Splices, breaks and lab imperfections are all defects which a really conscientious film editor will not approve for programming.

Although the agreement is to re-assemble the edited feature motion picture before sending it on to the next contractee or back to the distributor, many times the film will simply be dumped, as is, into the case, Mr. Muller declared. Film also may arrive at the TV station with scenes stapled together, fastened with scotch tape, or destroyed entirely. On several occasions KTLA's film department has received feature film with portions of other unrelated motion pictures spliced in the middle.

Mr. Muller had several suggestions to pass on which he feels will at least ease the "quality" problem of feature films. He said it was the practice of KTLA to refuse acceptance of any print from the distributor, or to pay express charges, unless the film quality is desirable.

And since so many films arrive in unacceptable condition in these days of "bicycling" prints, he said the station has initiated the policy of buying special prints for the length of the showing time on KTLA, and then allow the distributors to buy them back at the end of the lease period.

As still another aid, Mr. Muller advises keeping a complete record of all films shown on the station, through a card index file which notes the running time, length of film where the breaks are, plus quality and grade of the film. Several "check points" are available throughout the entire length of the feature. If each of these "check points" match exactly to the previous handling, the print can be assumed complete, he said.

Research Sources

As a footnote to the problems of film quality, the KTLA film program director and editor emphasizes the necessity of always keeping prints of varying length at hand, for the last-minute discovery of soiled or imperfect prints, or in case of an emergency substitution for live programs or technical problems.

As an aid to the independent station film editor who desires a complete background of information on motion pictures, there are a few books and research libraries to which he can refer, according to Mr. Muller. Such sources, he said, as *Motion Picture Year Book*, *Quigley Production Guide*, *Motion Picture and Television Almanac*, *International Motion Picture Almanac* and *Motion Picture Review* will give date and year of the feature picture, its cast and running time.

In starting a new TV station, Mr. Muller urges building a reputation of "quality," not "quantity." He feels that growing knowledge of the product, plus increased availability, and what may be equally important, persistence on the part of the film buyer in his contacts with the distributor, will bring buying results.

He advises against purchase of large blocks of film which contain a few superior pictures and a preponderance of deadwood. His recommendation is single purchases of good film, pointing out that as more and more feature motion pictures become available to television, a film department can be more selective.

Obtaining quality films of suitable length is one of the greatest problems which confront the film buyer in Mr. Muller's opinion. Often it is possible to secure superior pictures of 60, 70 or 75 minute lengths, but these will not fit into the average first-run time slot of 90 minutes. As a partial solution to this programming problem, he has devised the use of trailers advertising coming attractions. These fill in the time difference and attract greater audiences for the feature advertised.

In the beginning, Mr. Muller had to fashion these trailers himself, taking clips from films and making slides of the title and cast. However, more and more distributors, increasingly aware of their exploitation value, are now furnishing TV stations with such trailers.

Another programming concern to the TV film head can be the personal tastes and preferences of the sponsor, or the market toward which he is aiming. This sponsor selectivity can often create last-minute film shifts and programming changes. It is therefore important to supply sponsors with considerable advance scheduling of their films, Mr. Muller stressed.

Within the scope of the film department, and in some instances, under the direct supervision of the TV film editor, will be the making and projecting of slides, he said. Although the actual art work for slides is done in the art department, there are a few points of specifications noted at KTLA which he feels might help the film department, and incidentally the production personnel, of other TV stations in their projection of the slides.

He said first is the factor of providing sufficient border on all material intended for slides, so that they will be framed for projection and receiving without losing any content. Of equal importance is the designing of layouts with proper contrast in greys and white, resulting in slides that will carry the greatest visual impact and punch for the advertiser. He also suggests that lettering be thick, with liberal spacing, to avoid the "bleeding" effect of too thin or too condensed lettering. KTLA has also found that the most satisfactory slides are glass—in other words where the film is between two glass plates.

While it is true that technical training and knowledge of the capabilities of the equipment are extremely advantageous to the prospective film editor, the judgment and discrimination exercised will be of equal importance, he cautioned.

"The more consideration a film editor gives to the audience he is trying to attract and the more carefully he screens a product with an eye to its good taste as well as its entertainment quality, the greater will be his value to the station and the less limited his own personal future."

FILM RE-RUNS CAN PAY OFF

(Continued from page 89)

seven stations within the metropolitan New York area, it relies heavily on films to round out its programming schedule.

Back in 1948, when WPIX first started telecasting, it foresaw the great demand for movies, and pioneered early and late movie showings in the area, notably with its *Six-Gun Playhouse* around the dinner hour and its *Night Owl Theatre* near midnight.

Both time segments showed high rating records, and a majority of the other stations in the area have followed suit.

In September, 1952, the station inaugurated another "first," with its *First Show*, a 7:30 to 9:00 p.m. presentation of movies never before shown in the area. Each feature is telecast five times weekly, with a new feature commencing each Wednesday.

Only outstanding first-run products are booked into the *First Show*. Anywhere from a month and a half to two months later,

Smart Sponsors
SUCH AS
Cream of Wheat

TV USE COMMERCIALS created by
Reid H. Ray
FILM INDUSTRIES

WRITE OR CALL
FOR YOUR
PERSONAL SCREENING
OF RECENT
TV COMMERCIALS

Reid H. Ray
FILM INDUSTRIES
Chicago • St. Paul
Hollywood
Established, 1910

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

the same film may be shown at a different time in one of the other film segments, such as *Night Owl*, *Rainbow Theatre*, or *Cinema Playhouse*. It is then withdrawn from release for a period, and at the tail end of the contract it is then re-issued.

Re-issues are money in the bank for movie production companies. There is no sound reason why the same principle cannot be applied to television.

You've probably heard many people say, "I would rather see a good old picture over again than see some new picture which is definitely of second rate quality."

The proof of that statement was recently made very plain to me, when I stepped into one of New York's smaller theatres. The double bill offered one feature movie from 1939, while the second was of 1936 vintage. The place was sold out, and people standing in the lobby for admittance.

I have received only one letter of complaint from a viewer on the number of

ABOUT THE AUTHOR

Miss Levine entered TV in June, 1949, as assistant to the publicity director of the DuMont Television Network after five years as press book writer for Columbia Pictures. She joined WPIX (TV) New York in September, 1951, in public relations and last February became the station's program film supervisor.

times a certain picture was scheduled, and she had mistaken one of our features for another, which contained similar outdoor scenes. Conversely, it is a daily occurance for us to receive many letters after a film has been telecast five times on our *First Show* asking when it will be rescheduled. The viewers apparently missed certain portions. They tuned out perhaps, to catch another favorite program.

First Show runs in competition to many "live" programs on other stations, yet has come up with cumulative weekly ratings of 30 and more. That means that nearly one-third of the audience watching television for that week has seen the feature movie.

But what about the other two-thirds? They constitute an even larger audience.

Not everyone can go to the larger movie houses. Many prefer to wait to see their favorites at the neighborhood houses. So, too, our features have ready viewers on subsequent issues.

If there is any lesson to be gained from the so-called "movie drought" in the television industry, it is that the film supervisor, or the program manager, must take full advantage of the timing element, back-stopped with research and good promotion on the part of his co-workers.

Selective block buying is still his greatest working asset.

STARS GALORE

These are just a few of the stars featured in Your All-Star Theatre

Broderick Crawford
Paul Muni
Joanne Dru
Jane Greer
Maureen O'Sullivan
Edmond O'Brien
Sally Forrest
Ann Harding
Paul Henreid
Will Rogers, Jr.
Edward Arnold
Mark Stevens
Ellen Drew
Joan Caulfield
Lloyd Nolan
Charles Bickford
Wanda Hendrix
Louis Hayward
Laraine Day
Mercedes McCambridge
Terry Moore
Eddie Bracken
Ronald Reagan
Yvonne De Carlo
Viveca Lindfors
MacDonald Carey
George Brent
Jane Wyatt

and many, many others

39 Half Hours Available in all markets!

For Local and Regional Sponsorship Now!

Your All-Star Theatre

Originally telecast over 59 stations of the NBC network as THE FORD THEATRE

SCREEN GEMS, INCORPORATED
TELEVISION
SUBSIDIARY OF COLUMBIA PICTURES CORPORATION
233 West 49th St., New York City · Circle 5-5044

OTHER SCREEN GEMS TV PROGRAMS ON FILM AVAILABLE FOR SPONSORSHIP NOW

THE BIG PLAYBACK	PROF. YES 'N' NO	SCREEN GEMS TV DISC JOCKEY FILMS	MUSIC TO REMEMBER
26 quarter hour sports shows starring BILL STERN	26 quarter hour quiz shows starring BILL CULLEN	60 silent films to dramatize music on records	13 programs of great music played by Rome Symphony Orchestra

Get the most out of radio television and the allied arts

BROADCASTING • TELECASTING is the only journal that gives you the most reliable, most complete news of radio, television and the allied arts. If you are new to radio-TV, or if you plan to enter the field—don't take chances on a buck-slip copy—start your own subscription today. Read the latest radio-TV news while it is still news. Annual subscription $11.00.

BROADCASTING TELECASTING

National Press Building Washington 4, D. C.

A New BMI *Service— TV Film Licensing*

With the establishment of a new TV FILM LICENSING DEPARTMENT, BMI enlarges its service to Television.

The facilities of this new department are available to TV producers, advertising agencies and their clients, TV film distributors, directors, music conductors and everyone in TV concerned with programming.

This new BMI service will:

• Assist in the selection or creation of music for films—theme, background, bridge, cue or incidental mood music • Aid in music clearance • Help protect music ownership rights • Extend indemnity to TV stations that perform our music on film • Answer questions concerning copyrights, music rights for future residual usage, and help solve all other problems concerning the use of music in TV.

A Partial List of Some Top TV Shows Using BMI-Licensed Music Regularly

BOSTON BLACKIE	MARCH OF TIME
BURNS AND ALLEN	MR. & MRS. NORTH
CAVALCADE OF AMERICA	MY FAVORITE STORY
DANGEROUS ASSIGNMENT	MY FRIEND IRMA
DINAH SHORE SHOW	PRIVATE SECRETARY
GROUCHO MARX SHOW	SCHLITZ PLAYHOUSE
I MARRIED JOAN	THE DOCTOR
LIFE OF RILEY	THE UNEXPECTED
LIFE WITH LUIGI	THIS IS YOUR LIFE
MAN AGAINST CRIME	YOU ASKED FOR IT

Let BMI *give you the TV Music Story today*

Call or write

BMI TV FILM LICENSING DEPARTMENT

RICHARD KIRK, *Director*
Broadcast Music, Inc.
1549 N. Vine Street
Hollywood 28, Calif.

CLAUDE BARRERE, *Eastern Director*
Broadcast Music, Inc.
580 Fifth Avenue
New York 36, N. Y.

TV Service Department: HENRY KATZMAN, *Director* (New York Office)

PROGRAMS & PROMOTION—

ON A SILVER PLATTER

SILVER cardboard in the shape of an oval platter states: "Rural Radio Network brings you New York State on a Silver Platter." Around the edge is written: "Call your Avery-Knodel salesman" and "Get all the facts about RRN."

'35 YEARS OF HIT TUNES'

AS A RESULT of many requests following the Mary Martin-Ethel Merman medley of songs on the "Ford 50th Anniversary Show," ASCAP has compiled a listing of popular American songs throughout the past 35 years which are available under an ASCAP license. Titled "35 Years of Hit Tunes," the complimentary booklet is offered as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors and all those engaged in entertaining the American public.

'DING DONG' RECORDINGS

RECORDINGS based on NBC-TV Chicago's popular *Ding Dong School* are being released this month by RCA Victor for the children's trade. Dr. Frances Horwich, "Miss Frances" on the show, has recorded six songs for the company. Program is telecast daily, 9-9:30 a.m. CDT.

KXLF-TV PROMOTION

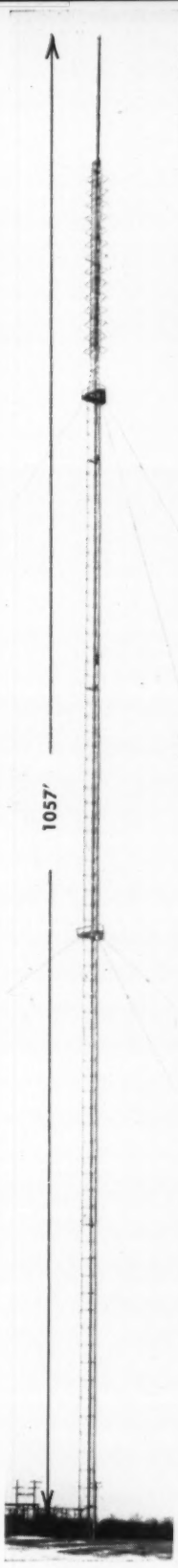
PICTURED on KXLF Butte, Mont., promotion piece is a man at the bottom of a hill covered with houses holding a plastic pick and explaining to a man at the top of the hill: "I'm digging a hole for a television antenna so all you folks on the side hill will receive a clear, unreflected TV signal." Copy points out that Butte, "the richest hill on earth," will have its TV antenna below its center of population where every family in Butte will be in sight of the new station, assuring direct line of sight transmission with no reflection ghosts.

ADVERTISING EXPOSE

QUESTIONABLE advertising on TV in the Los Angeles area was exposed on a feature section of KNXT (TV) Hollywood five-weekly half-hour *10:30 p.m. News*, in cooperation with the Los Angeles Business Bureau "Operation Cleanup." John Galbraith, newscaster, revealed how viewers could get stung on vacuum cleaner and paint "deals," and home appliance "rentals." One session was devoted to exposing fraudulent "sensational bargains on nationally advertised merchandise" store advertisements in local newspapers.

KDAL AND TACONITE

ODIN S. RAMSLAND, commercial manager of KDAL Duluth, Minn., has sent a pellet of Taconite to prospective clients and an accompanying letter explaining that though this country's supply of high-grade iron ore is almost completely depleted, 95% of the iron ore still remains in the form of Taconite. A number of organizations, he continues, "are in the process of expending more than 650 million dollars in this area to build plants for the purpose of beneficiating Taconite . . . one of the greatest indus-



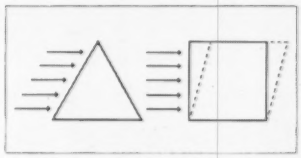
Tall or short . . . for TV, Microwave, AM, FM . . . IDECO has the tower know-how.

BUY A TOWER IN A PACKAGE?

Certainly you can! Ideco's Tower Package includes complete planning and design, foundations, fabrication, erection, final inspection, with complete insurance coverage.

Ideco's engineers are ready to begin solving your tower problems . . . from foundation to top beacon . . . the day your Construction Permit is issued. And Ideco engineers are on the job until you sign on the air.

You'll find important items like these in your Ideco Tower Package . . . all of them are features that help your tower go up faster and keep your station on the air day in, day out . . . year in, year out.

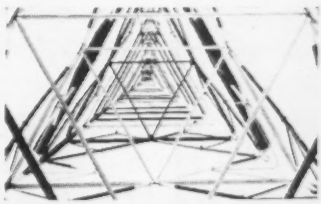


SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

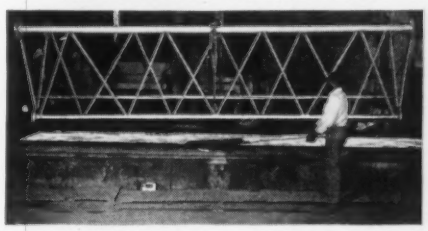
The triangular cross-section pioneered by Ideco is your guarantee of a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance . . . much lower painting and maintenance costs. Rigid triangular design means your Ideco tower has greater resistance against distortion by wind pressure.

NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco towers are shop-fabricated to a minimum predetermined tolerance . . . this guarantees a true structure from the ground up. Tower diagonal members are shop-fabricated to exact length and predetermined tension, completely eliminating the possibility of variable and inaccurate field adjustments. An Ideco tower *must* be true.



COMPLETE RUST AND WEATHER PROTECTION BY GALVANIZING



Rust, the great enemy of towers, is stopped before it can possibly start . . . every inch of tower and every tower part is hot-dip galvanized in Ideco's modern plant. Welded towers are dipped in sections (as pictured) while bolted towers are treated as members . . . this gives protection at joints that paint alone can never give.

IDECO

IDECO DIVISION, *Dresser-Stacey Company*
Dept. T, Columbus 8, Ohio
Branch: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

CIO Sponsors News

SPONSORING *News and Views with Floyd Russell* on WWCA Gary, Ind., are the 75,000 CIO members in Lake County, Ind., consisting predominately of steel workers. The 15-minute labor news commentary consists of labor news on the international, national, regional and local levels, as well as tape-recordings of labor meetings and activities and discussions with national and local labor leaders. In promoting the program, WWCA has distributed 500 posters, 20,000 book matches and has used better than 200 spot announcements. The inaugural program was preceded by a cocktail party attended by officials of all CIO locals involved.

trial expansions in America, and every cent is being spent in 'KDAL-land'." The letter closes saying that the recipient can tell his grandchildren he received one of the first pellets of Taconite ever produced, "which heralded the new age of steel."

MERCHANDISING CAMPAIGN

FIVE Steinman stations in Pennsylvania have instituted a merchandising campaign for all advertisers in cooperation with 25 food stores served by the stations. Displays in the stores will carry a message on the product of the advertiser and the tag line, "as heard over station . . ." Participating stations are WORK York, WGAL Lancaster, WKBO Harrisburg, WRAW Reading and WEST Easton.

KOREAN TRUCE PROGRAM

THE DAY the Korean truce was signed WBZ Boston presented a special two-hour program that had been planned for months. The program included on-the-spot discriptions from Panmunjum, a history of the Korean War, speeches from President Eisenhower, John Foster Dulles and others, reactions from the "man on the street" and servicemen and interviews with Korean veterans and families of men still in Korea. The program was heard July 26, 9-11 p.m.

VIEWERS WRITE ENDING

VIEWERS who have the yearning to write the endings to TV films have the opportunity to do so on WOR-TV New York's *Italian Film Theatre's* weekly contest. Aired from 6:30-7:30 p.m., Saturday, the program presents an uncut motion picture, stopping at the end of an hour so that viewers can submit a synopsis of how the story should end and why. The following Saturday, the remainder of the film is shown and the winner announced. Winners are chosen on the basis of originality and merit.

HOLLYWOOD IN KNOXVILLE

WHEN Kathryn Grayson, Joan Weldon, Walter Abel and Merv Griffin came to Knoxville, Tenn., for the world premiere of the movie, "So This Is Love," WNOX, that city, put on a broadcast of the proceedings from the lobby and stage of the Tennessee Theater preceding the showing of the picture. The program included interviews with the stars, governor and mayor, as well as songs from the stars accompanied by the Knoxville Symphony Orchestra. The program lasted an hour and a half.

'FRIENDLY FIREMAN WEEK'

NBC SALES offices throughout the country last week celebrated "Friendly Fireman Week" as a promotion for Dave Cameron's program, *The Friendly Fireman*, on WRGB (TV) Schenectady, Mon.-Fri., 5-5:15 p.m. EDT. Office staffs wore souvenir fireman hats to mark the occasion and a special promotion piece was sent out by NBC Spot Sales, stressing the theme, "He's Red Hot—The Friendly Fireman."

ELECTRIC COMPANIES BOOKLET

PUBLIC support of federal power drops to a new low, according to a free 16-page report available upon request from Electric Companies, 30 Rockefeller Plaza, N. Y. The report is a summary of a public opinion poll on electric power topics conducted by Opinion Research Corp., Princeton, N. J. The report points out that more people today than at any other time in the ten-year survey period favor business ownership of their local electric light and power company, with the feeling that business-managed companies give better service than government operations. The booklet is replete with colorful graphs.

Prudent Shopping Aids

KASH-KARRY Stores in Austin, Tex., has found that television is the way to teach the housewife to buy beef to the best advantage and, in turn, to help offset problems from collapse of cattle prices. On a Monday a butcher was brought before the KTBC-TV Austin cameras to cut up a front quarter of beef. On Tuesday the demonstration was repeated on a hind quarter. The following three days, Marie Jensen, conductor of *Katie's Kitchen*, demonstrated preparation of the cuts.

9,500 REQUESTS

FIVE announcements by Dorsey Connors on her nightly WNBQ (TV) Chicago program have drawn over 9,500 requests for a paper coin-saver being offered by her sponsor, First Federal Savings & Loan Assn. of Chicago, the station has reported. The offer was made over a two and a half week period. Client also claims that several hundred persons obtained the coin savers in personal visits to the bank's offices.

'CALL THE PLAY'

PROGRAM designed for baseball's "grandstand experts" and second-guessers has been started by WBKB (TV) Chicago, with Banner Tire Co. as sponsor. Titled *Call the Play*, the show uses a baseball quiz format and features live commentary and interviews as well as motion pictures of baseball in action. Linn Burton, m.c., sets the scene for the quiz with film, which is run off and stopped, giving the contestant a chance to call the play. Continuance of the film shows whether his answer is the right one. Winning contestant is given an opportunity to identify a mystery player and win a $1,000 jackpot.

LABELS PLUG CFPL

CFPL London has distributed to retail stores and radio advertisers oval shaped labels with a message in Dayglo ink on a black background reading "Radio-Advertised on CFPL 980." The labels come with gum on the reverse side and can be used on display cards, shelves, store windows, doors and on radio-advertised products in bottles, boxes, tins and tubes.

ALL-NEGRO VARIETY SHOW

WTTG (TV) Washington has released publicity on its new *Capital Caravan*, all-Negro variety show. Copy stresses the city's large Negro population and buying power and that the program is available for sponsorship. Pictured are the program's m.c., talent and newsman, all Negro, and the show's nightclub-like setting. Program is aired Saturday, 6-7 p.m.

'DEADLINE 12:45'

WBIS Bristol, Conn., has introduced a new newspaper-of-the-air program titled *Deadline 12:45*. The aim of the program is to take the listener into the city room of a hypothetical newspaper, presenting coverage of international, national, state, feature, sports, business and local news which often feature the voices of persons who make the news. Aired from 12:15 to 12:45 p.m., five days a week, the program is heard against a background of typewriter and teletype sounds, and at 12:45 concludes with the announcement, "It's deadline. Okay, roll 'em." And the sound of a rolling press is heard.

RELIGIOUS QUIZ PROGRAM

THE FIVE Sundays in August are being devoted to a series of religious quiz programs on *The Catholic Hour*, NBC-TV, 1:30-2 p.m. EDT. Originating from WPTZ (TV) Philadelphia, the program is moderated by Rev. Urban Nagle. The panel is composed of leading Catholic men and women.

INFORMATION ON UHF

ADVERTISEMENT was run by WACH-TV Newport News in the *Daily Press* on July 21 and the *Virginian Pilot* on July 22 "to correct false impressions, groundless rumors and misinformation." Titled "The Simple Truth on TV", the ad answered many often-asked questions about uhf television in Tidewater Virginia.

WRAC Fills the Bill

WRAC Racine, Wis., is using a new form of merchandising. Ideal Cleaners, a WRAC client, asked Ray Pawzun, WRAC account executive, for something to put on its garment bags explaining the "Martinizing Process." The station's promotion department turned out six items, each 3 x 8½ inches and carrying the slogan, "as advertised on WRAC." Each point was illustrated by a small sketch used as an attention-getter. The firm told the station this was the best form of low-cost merchandising it had ever seen.

Advertisers

Edwin J. Lewis appointed manager of passenger car tire sales for B. F. Goodrich Co.'s tire and equipment div. **Thomas I. Jenkins** will assist Mr. Lewis.

M. J. Roche, head of general advertising service, Lever Bros. Co., named general manager of newly-formed promotion and advertising services div.

Mr. Roche

Howard Bloomquist, supervisor of promotion div., has resigned.

Seymour Margules, formerly account executive at Biow Co., appointed advertising manager of Western Union Telegraph Co., succeeding **V. H. Garobedian,** who is retiring.

H. G. Atwater, product manager and representative, major appliance div., Leo J. Meyberg Co., S. F. RCA Victor equipment distributor, appointed advertising and sales promotion manager.

Barney Corson, sales promotion manager and director of market development, Tidy House Products Co., Shenandoah, Iowa, named director of merchandising.

William T. Dean Jr., district manager for Packard Motor Sales, St. Louis, appointed to newly-created position of sales promotion manager, Scott Radio Laboratories, Chicago.

J. W. Wallace, sales manager of midwest div., Cory Corp., Chicago (table appliances and cookware), appointed eastern div. sales manager, replacing **J. E. Gallagher** who is resigning Sept. 1.

Leslie D. Mullins named advertising manager, San Francisco Brewing Corp., S. F.

John Harvey, formerly director of public relations of John Faulkner Arndt, Phila., to public relations staff of Scott Paper Co., Chester, Pa.

William G. Beaumont, public information chief, California Office of Civil Defense, Berkeley, to advertising staff, Southern Pacific R.R., S. F., replacing **R. D. McIntyre,** transferred to Houston, Tex.

Agencies

Robert M. Gillham, vice president in charge of television and commercial film, J. Walter Thompson Co., N. Y., elected vice president, Cunningham & Walsh, N. Y., and will serve in executive capacity on Liggett & Myers account.

Frederick A. Mitchell, account executive, and **George C. Papineau,** merchandising director, elected vice presidents of Needham, Louis & Brorby, Chicago.

Melvin G. Grover, advertising director of Fawcett Publications, named vice president and director of Wilson, Haight, Welch & Grover Inc., Hartford and N. Y., previously Wilson, Haight & Welch Inc.

Roy S. Durstine named vice president in charge of western div., Hilton & Riggio, with headquarters at new Hollywood office. **Robert L. Nourse Jr.** named account executive and **Doris Morgan** office manager.

Frank W. Haas, American Home Products Corp., to Tracy, Kent & Co., N. Y., as vice president in charge of merchandising.

Frederick Mitchell, account executive for Johnson's Wax account, and **George Papineau,** merchandising director, both of Chicago office of Needham, Louis & Brorby, elected vice presidents.

Henry A. Haines, Compton Adv. Inc., elected secretary of agency.

David Durston, formerly operator of own package agency in Chicago, to Lynn Baker Inc., N. Y., as radio-TV director for packages, and **Albert Lynd,** formerly copy chief for BBDO, Boston, to Baker agency as copy director.

Keith Clarke, announcer, KIFI Idaho Falls, Ida., named manager of new branch office of David W. Evans Adv., that city.

John H. Jackson, copy group head, Gardner Adv. Co., St. Louis, to Grant Adv. Inc., N. Y., as creative director.

Porter Harder, account executive, Foote, Cone & Belding, S. F., to BBDO, L. A., as media director.

A. McKie Donnan, vice president, Brisacher, Wheeler & Staff, S. F., to Elwood J. Robinson & Co., L. A., as copy chief.

June Duncan, freelance radio commentator and producer in Toronto, named radio director of Edmonton office of Stewart-Bowman-Macpherson Ltd.

Mark L. Mulligan, media director, BBDO Los Angeles, has retired.

Mary Lou Tardio, media director of Goldman & Shoop Agency, Pittsburgh, named radio and TV production director of Kronstadt Adv. Agency, Washington.

Mr. Bolton

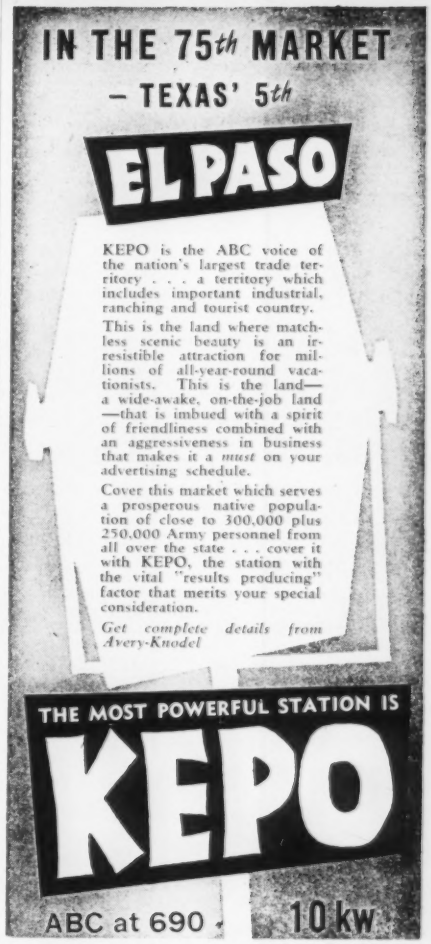
Nick Bolton, head of Rambeau Co.'s Chicago office, to radio sales staff of Chicago office of The Katz Agency Inc., national advertising representatives.

Gerrard Quinney, manager of CJSH-FM Hamilton, named head of newly formed equipment sales division of S. W. Caldwell Ltd., Toronto, advertising agency and production center.

John L. Dryer, account executive, Foote, Cone & Belding, L. A., to Young & Rubicam Inc., that city, as account contact man.

Paul Kennedy Sr., freelance photographer, to Jimmy Fritz & Assocs., L. A., as account executive.

Athel F. Denham, president of Denham & Co., Detroit, appointed delegate to European Ma-


IN THE 75th MARKET
— TEXAS' 5th
EL PASO
KEPO is the ABC voice of the nation's largest trade territory . . . a territory which includes important industrial, ranching and tourist country.
This is the land where matchless scenic beauty is an irresistible attraction for millions of all-year-round vacationists. This is the land—a wide-awake, on-the-job land—that is imbued with a spirit of friendliness combined with an aggressiveness in business that makes it a must on your advertising schedule.
Cover this market which serves a prosperous native population of close to 300,000 plus 250,000 Army personnel from all over the state . . . cover it with KEPO, the station with the vital "results producing" factor that merits your special consideration.
Get complete details from Avery-Knodel
THE MOST POWERFUL STATION IS
KEPO
ABC at 690
10 kw

. . . Still Going
STRONG!
KGW
A coffee account, using KGW, increased sales in this area 42 per cent
FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.
KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

chine Tool Exhibition, Brussels, Belgium, representing American Society of Tool Engineers, Detroit.

Stations

Alex Coe promoted to station manager of KITE San Antonio, Tex.

Merrill C. (Ban) Johnson, commercial manager, WGL Fort Wayne, Ind., adds duties as general manager, replacing **Capt. Pierre Boucheron** who has resigned.

Paul T. Hayes, WACL Waycross, Ga., appointed vice president and general manager of KCIL Houma, La.

John W. Shultz, secretary-treasurer of Martinsville Bcstg. Corp. and general manager of WMVA Martinsville, Va., resigns Aug. 15 to devote full time to duties as president of Mecklenburg Bcstg. Corp., licensee of WJWS South Hill, Va.

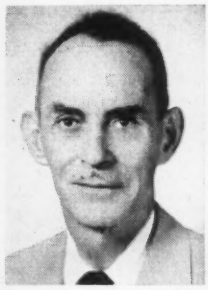
Jim Logan named commercial manager at KNOR Norman, Okla.

George Hudak, sales staff, WTCN-AM-TV Minneapolis, promoted to head of sales promotion and sales development.

Robert M. Purcell, director of operations, KTTV (TV) Hollywood, has resigned to organize his own management consulting service located in that city, covering all phases of TV, representing film producers, agencies and stations.

Peter McDonald named director of television of Canadian Broadcasting Corp., Vancouver, in charge of CBUT Vancouver, scheduled to begin broadcasting in early fall.

Al Treadway, account executive, WALA Mobile, Tenn., promoted to sales and promotion manager. **C. Lee Smallwood,** radio account executive, promoted to sales and promotion manager of WALA-TV.



Mr. Smallwood

Mr. Treadway

Max Meeks appointed program director, WMFR High Point, N. C.

Charles McKee appointed program director at WEEX-AM-FM Easton, Pa.

Jerry White, WHLI Hempstead, N. Y., named program director at WKBR Manchester, N. H.

Stan Buchanan and **Bill Hughes** appointed promotion manager and national advertising director, respectively, CKNW New Westminster, B. C.

Josh Barry, sports director, WNOR Norfolk, Va., adds duties as director of publicity, effective Sept. 15.

Floyd Ottoway, senior staff announcer at WSYR Syracuse, N. Y., appointed assistant program director, succeeding **Elliott Gove** who takes over station's *Timekeeper* program. **Norman Ross,** WSYR-TV engineer, to faculty of Syracuse U. radio-TV center.

Reavis Winckler, public relations director, Filmcraft Productions, Hollywood, to KTTV (TV), that city, as publicity director.

Thornton W. Chew, vice president in charge of engineering, KFMB-AM-TV San Diego, to John Poole Broadcasting Co. as director of engineering and operations for KPIK-TV Los Angeles and KBIC-TV Sacramento, both scheduled to start operating in late fall.

T. R. Thompson, partner in Commonwealth Theatres, Kansas City, named TV film director for KCMO-TV Kansas City, Mo., to begin operation Sept. 27 on Ch. 5.

Russell C. Fraser appointed general manager of KRNT Theatre, Des Moines, succeeding **Duane C. Peterson** who goes to Paramount Attractions, Chicago, midwestern booking concern.

Larry Butler, former commercial manager of KXIC Iowa City, Iowa, to WNAX Yankton, S. D., as sales service manager, replacing **Dick Harris** who goes to KOA Denver.

Benton B. Boggs Jr., promotion director at WDBJ Roanoke, Va., appointed art director for WKNA-TV Charleston, W. Va.

Erwin Single, editor of *New York Staats-Zeitung,* German-language daily newspaper, appointed director of special events for German programs on WWRL Woodside, L. I.

Jack Black, WNOR Norfolk, Va., appointed assistant sales manager, WTAR, that city.

Louis Jacobs returns to WTVJ (TV) Miami as assistant promotion and publicity director. **Noah Tyler,** announcer at WIOD Miami, to announcing staff of WTVJ and **Glenn Gregory,** KLAC-TV Hollywood, to station's production staff and will be featured in his ventriloquist show.

Bill O'Donnell appointed assistant sales manager for KXOK St. Louis. **Charles Stanley** and **Ed L. (Buzz) Franciscus** to sales staff of station.

Del Shook, program director WONE Dayton, Ohio, to WIFE (TV) Dayton where he will handle promotion.

Carl Heise to WNBK (TV) Cleveland as associate director.

Francine Parillo, traffic and continuity director at WNHC New Haven, appointed to similar post at WNHC-TV. Replacing Miss Parillo at WNHC is **Dorothy Coleman,** WCNX Middletown, Conn., continuity staff.

Nedd Flemming promoted to sports director, WEST Easton, Pa., replacing **Samuel I. Connor** who resigned to take position with Berks County Community Chest.

Herb Carneal, sports director at WHYN Holyoke, Mass., to KYW Philadelphia in similar capacity, replacing **Lee Allen** and **Alan Gans** who have resigned.

John J. Kling, advertising manager of *Daily Times,* Levittown and Fairless Hills, Pa., to WTTM Trenton, N. J., sales staff.

James E. Blake Jr., national advertising staff of *Minneapolis Star* and *Tribune,* to national sales staff of KSTP-AM-TV St. Paul.

Joan Fordish to WICC-TV Bridgeport, Conn., as copy writer.

A TRIP TO THE MOUNTAINS WILL DO YOU GOOD! . . .
Yes, a trip to the mountains is just what the doctor ordered for your advertising!
AND KOA IS THE PRESCRIPTION THAT GETS RESULTS . . .
YOUR ADVERTISING
KOA DENVER Covers the West... Best!
INDOORS! Nielsen Reports guarantee 57% of all radio homes in 303 counties in 12 states listen regularly every week!
OUTDOORS! KOA is the greatest outdoor advertising medium in all the West. A great bonus audience in automobile listening... more than 12.5 million tourists vacation an average of 8.8 days in the Mountain States, spending more than $600 million!
INDOORS AND OUTDOORS—THE PEAKS AND THE PLAINS
KOA IS YOUR BIGGEST ADVERTISING BUY!
NBC
National Sales
EDWARD PETRY & CO.
If you believe more people should be buying what you're selling... KOA is your answer
850 KC • 50,000 WATTS
KOA DENVER
Covers The West... Best!

Bill Cain, men's wear copywriter, The White House, S. F. (department store), to Sidney Garfield & Assoc., that city, as copywriter.

Roger Burns, salesman for Yates American Machine Co., returns to WBEL Rockford, Ill., as member of sales staff. **Rex Rucker**, disc jockey at KFWB Los Angeles, named program and news director at WBEL. **Ron Tonander,** WHO Des Moines, to announcing staff of station and **Dave Ertmer** to WBEL's newsroom.

William Spencer to engineering staff of WBBM-TV Chicago.

Marvin Long, production department assistant at WPIX (TV) New York, named floor manager of station.

Reese Rickards is new announcer at WTAG Worcester, Mass.

Zeke Clements, folk music entertainer-composer formerly with WDSU New Orleans, to WSB-AM-TV Atlanta, Ga.

Carl Shook, hillbilly disc jockey at WKYW Louisville, to WJIM-AM-TV Lansing, Mich.

Mr. Landsberg

Klaus Landsberg, general manager KTLA (TV) Hollywood and vice president of Paramount Television Productions, will be presented 1953 Fairfax B'nai B'rith Menorah Award, at public testimonial dinner to be held at Beverly Hills Hotel Oct. 25.

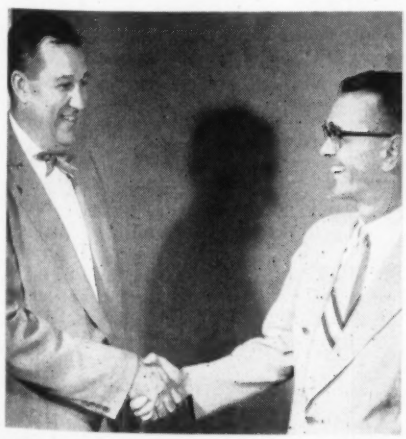
L. O. Fitzgibbons, manager, WBEL Rockford, Ill., returns home after 17 weeks in Beloit Municipal Hospital.

Ben Strouse, vice president and general manager of WWDC Washington, appointed chairman of Washington Better Business Bureau Publicity Committee.

John M. Outler Jr., general manager of WSB-AM-TV Atlanta, named advisor to Georgia director of Civil Defense.

Phil Bodwell, director at WNBQ (TV) Chicago, father of girl, Becky Ann.

Josephine Fox, 84, retired radio and Broadway actress, died Aug. 2.



LEROY E. KILPATRICK (r), vice president-technical director of WSAZ Inc., congratulates Robert E. White upon the latter's appointment as local sales manager of WSAZ-TV Huntington, W. Va.

Renzo Cesana awarded citation by Independent Grocers Alliance of America for "his outstanding contributions in publicizing the role of the grocer in American life and for his distinctive and creative program for the American housewife over WMGM New York."

Harrol A. Brauer Jr., vice president and sales director of WVEC-TV Norfolk-Hampton, Va., father of boy, Harrol III, July 31.

Dick Aker, program director, KTFY Brownfield, Tex., and **Opal Davis Aker,** formerly chief engineer at KDWT Stamford, Tex., parents of girl, Joy Elaine, July 18.

Chuck Dwyer, salesman at WBKB (TV) Chicago, father of girl, Patti.

Networks

Merwin Gerard and **Seelig Lester** assigned to write TV version of NBC Radio *Confession*, anti-crime series for fall release.

Clayton (Bud) Collyer, who was "Superman" on Mutual several years ago, returns to network as m.c. for new *Where in the World* geography quiz show (Sat., 7:30-7:55 p.m. EDT).

Larry Keating, Hollywood radio announcer-actor, assigned to portray Harry Morton role in CBS-TV *Burns & Allen Show*. He replaces **Fred Clark** who has moved to New York.

Joseph Schildkraut, stage and screen star, signed by DuMont Television Network to ap-

these pushbuttons are *fast* on cues...

They're the controls on the *new* AMPEX 350 Tape Recorder

Their quick, positive action will give station operators a new "sureness" with tape. Cueing is exact; editing is faster; fumbling is out. Remote control is available too. Responsiveness has always been a part of the *Ampex Standard of Excellence* — but now it is better than ever, making the AMPEX 350 truly the NEWEST OF THE BEST.

- **STARTING WITH A SPLIT SYLLABLE**

From pressing of the start button to stable tape motion takes 1/10th second. Tape can be backed off from starting cues as little as one to two inches. Precise starts become routine. Reliability is supreme.

- **STOPPING WITHIN TWO INCHES**

Even at 15 inches per second, the tape stops within less than two inches after the button is pressed. Band type brakes give positive stops; no drift or tape spillage can occur.

- **EASIER CUEING AND EDITING**

The Model 350 can be shuttled rapidly between fast forward and rewind without stopping. Cues for starting, editing or dubbing are speedily located. And for convenient editing, the capstan drives on the "pull side" of the heads.

- **ADJUSTMENT FOR REEL SIZES**

A new switch selects proper tape tension either for 10½-inch NARTB reels or for 5 or 7-inch plastic RMA reels. Proper tension means longer tape life, more accurate timing and truer performance.

AMPEX MODEL 350
The new slant puts all controls within easy reach of any operator, tall or short.

Recorders from $975; Model 350 from $1095; Reproducers from $495. For further information write today to Dept. D-1279C.

IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

AMPEX
CORPORATION

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Distributors in principal cities; distribution in Canada by Canadian General Electric Company

pear both as host and player in series of dramatic productions during fall and winter seasons.

Paul Gilbert, comedian, signed to seven-year NBC-TV contract.

Marlene Miller, copy writer and formerly women's program commentator on KABI Ketchikan, Alaska, to ABC radio, Hollywood, continuity acceptance staff.

Barbara Barondess MacLean, panelist on DuMont's *Where Was It?* is author of "How to Get Your Dream House," to be published this fall by Random House.

Harriet Van Horne, radio-TV editor of *New York World-Telegram & Sun* and panelist on *What's the Story?* DuMont quiz program, has compiled volume of French-American recipes which will be published this winter.

Don McNeil, toastmaster of ABC radio's *Breakfast Club,* was enrolled in Fishing Hall of Fame while emceeing 25th annual banquet of The Sportsmen of America.

Frank Edwards, Mutual commentator, chosen for second year as Santa Claus for "Operation Christmas" campaign held each year under auspices of Ninth Air Force, Pope Air Force Base, Fort Bragg, N. C.

Bob Murphy, ABC Chicago personality, father of boy, James William.

Ben Park, NBC Chicago TV program manager, father of boy, Richard William.

Harry Lang, 58, who portrayed Pancho on Don Lee *Cisco Kid,* died Aug. 3.

Manufacturers

Malcolm C. Hutchison, former vice president, Irving Trust Co., elected director of General Instrument Corp., Elizabeth, N. J., manufacturer of TV, electronic and radio components.

Ernest N. Kolonsky, secretary-treasurer, Muntz TV Inc., Chicago, elected vice president. **Emil N. Levin,** partner in Chicago law firm of Friedlund, Levin & Friedlund, elected secretary and **Ray J. Mals,** tax and budget analyst with Muntz, named assistant treasurer.

James McGuire, assistant credit manager, Motorola Inc., Chicago, named credit manager of Hallicrafters Co., that city. He replaces **Caleb A. Shera,** recently promoted to distributor sales counselor.

Ringland M. Kruegar, sales engineer, Amphenol Co., to sales staff of Beebe Assocs., Chicago manufacturers' representative.

Thomas T. Goldsmith, DuMont research director, named honorary mayor of his home town of Greenville, S. C.

R. B. Lewis, controller, RCA, elected director of New York City Control of Controllers Institute of America.

Representatives

Daren McGavren, manager, has purchased Western Radio & Television Sales, San Francisco station representatives firm, and changed name to **Daren F. McGavren Co.,** with offices continuing at 116 New Montgomery St. Phone is Yukon 6-4112.

Dick Foote of Clinton Foods Inc., N. Y., and **Dirk A. Watson** of N. W. Ayer & Son, N. Y., to Forjoe & Co., national radio and television representatives, as sales account executives.

Stan Raymond, commercial manager of WATL Atlanta, named account executive for Dora-Clayton Agency Inc., that city.

Ralph W. Long Jr., advertising manager of defunct *Quick* magazine, to sales staff of New York office of George P. Hollingbery Co., national radio and television representatives.

Robert P. Murray, Branham Co., and formerly with Adam J. Young Jr. Inc., to The Katz Agency, N. Y., as member of radio sales staff.

Bob Bolling to staff of The Bolling Co., Chicago. Agency plans move to new quarters in Tribune Tower effective Aug. 1.

Walter S. Zahrt, Tracy-Locke Co., Dallas, to sales staff of San Francisco office of George P. Hollingbery Co.

Program Services

George A. Heimrich, writer-producer on former KFI Los Angeles *Voice of the Cathedral* for Angelical Lutheran Church, named West Coast director of radio-TV for Broadcasting & Film Commission of National Council of Churches of Christ in U. S. A.

Tony Freeman, musical director, KNBC San Francisco, to Sound Recorders Inc., that city, as producer.

Martin S. Pollins, national sales manager, WNJR Newark, to World Broadcasting System as field sales representative.

Services

John F. Floberg, recently Assistant Secretary of Navy for Air, returns to law firm of Kirkland, Fleming, Green, Martin & Ellis, Chicago, as resident partner in Washington office.

Kenneth Wells Parkinson, law clerk to U. S. District Court Judge David A. Pine, to Washington law firm of Bingham, Collins, Porter & Kistler.

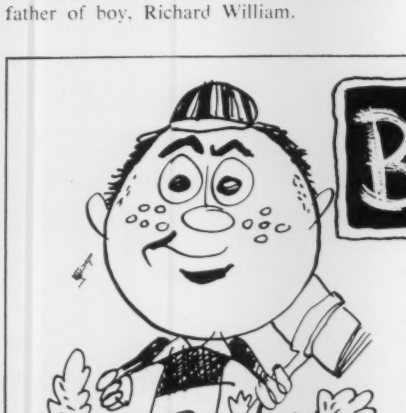
Hugh Sebastian, research analyst for Lever Bros. Co. specializing in radio and TV research, on Aug. 1 joined C. E. Hooper Inc. in same capacity.

Personnel Relations

Edd X. Russell, president emeritus of Screen Extras Guild, named West Coast representative for Actors Equity Assn., replacing **Francis Clark.**

Government

Charles F. Horne, retired Navy admiral and former Civil Aeronautics Administrator, resigned as vice chairman of Radio Technical Commission for Aeronautics, Washington. He is succeeded by **John S. Anderson,** president of Aeronautical Radio Inc.



Back To School

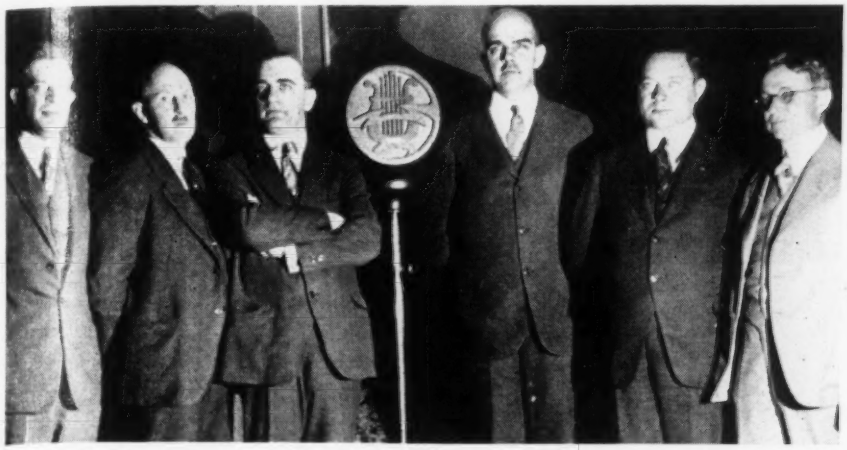
When school books open . . .
Check books open too!
In Lincoln alone—students will be returning to four universities not to mention thousands of students returning to 29 elementary and high schools.
Now's the time to ring up your sales on . . .

CONTACT
WEED TV
national representative

Lincoln's FIRST Television STATION
Serving Southeast Nebraska

KOLN-TV Channel 12

26,900 Watts Visual 13,400 Watts Aural



ON HAND for the opening of WRC, Washington, D. C.'s newest radio station on Aug. 1, 1923, were (l to r): Howard Angus, assistant to David Sarnoff; Fred Guthrie, manager of RCA's Washington office; Alfred N. Goldsmith, RCA research director; C. B. Popponoe, manager of broadcasting for RCA; David Sarnoff, vice president and general manager of RCA, and M. K. Rice, manager of broadcasting for the General Electric Co. The studios were in the Riggs Bank Bldg., 14th St. and Park Road, N.W.

THIRTY years after WRC Washington began broadcasting, Fred Guthrie (l), now of the RCA Frequency Bureau in Washington, and Carleton D. Smith, NBC vice president and WRC-AM-FM and WNBW (TV) general manager, discuss the early days of radio. The old fashioned microphone is part of Mr. Smith's collection of early radio equipment. Mr. Guthrie was manager of RCA's Washington office when WRC went on the air on Aug. 1, 1923.

► WRC Washington Aug. 1 marked its 30th full year of service. Station started Aug. 1, 1923 as a share-time outlet and lays claims to many firsts, such as the first broadcast from the U. S. Capitol and the first radio address by a President, Calvin Coolidge. In 1924, WRC was the south end of the nation's pioneer radio network, using a direct telephone wire to WJZ New York.

Today, the NBC owned and operated outlet and its sister station, WNBW (TV), have a combined staff of over 180 people. Carleton D. Smith is general manager of the stations as well as WRC-FM.

► NBC Central Div. initiated new members into its 10-, 20- and 25-year clubs last Tuesday during the annual summer staff outing. Members welcomed into the 25-year club were Edward Hitz, Central Div. network sales manager; A. W. (Sen) Kaney, supervisor of announcers; Edward Stockmar, network salesman; Don Marcotte, music supervisor; Marshall Rife, supervisor of field engineers, and John Miller and Robert Fitzpatrick, engineers. Eight staff members, including news chief William Ray, were ushered into the 20-year club and 16 into the 10-year group.

► WDIA Memphis' Willa Monroe, Negro m.c. for a one-hour homemakers program, last week celebrated her fourth year with the station. She began at WDIA with a 15-minute program. The program later was expanded to a half-hour and then to a full hour. About 15 fan clubs have been formed in her honor, WDIA reports.

► MORE than 3,000 people attended a breakfast in the auditorium of the George Washington Hotel, Jacksonville, Fla., to mark the 13th anniversary in broadcasting of Ted Chapeau, personality of WMBR-AM-FM-TV Jacksonville. Breakfast food items were supplied by sponsors on Mr. Chapeau's regular morning show, with others donating door prizes for the occasion.

► KBUR Burlington, Iowa, started its 12th year of broadcasting on July 16. A special broadcast paid tribute to the community service of G. B. McDermott, KBUR president, and Mrs. McDermott, as well as other staff members.

► CHEF MILANI, cooking expert and personality on KMPC Hollywood and KTTV (TV) that city, marked his 25th year on the air July 27.

► HOWARD CULVER, announcer, KFI Los Angeles has begun his 18th year in radio.

► WKBZ Muskegon, Mich., pioneer station in that area established in Ludington in 1926 and moved to Muskegon in the 1930s, has renewed contract with its pioneer sponsor, Vandervelde's Furniture Co., for another year of advertising. For 18 continuous years, firm has sponsored a 12:30 p.m. newscast each weekday.

► ELEANOR NICKERSON, secretary to Franklin M. Doolittle, president of WDRC-

a complete

TOWER Package from TOWER Construction Company

THE WHOLE JOB *Wrapped Up*

That's why our customers say "TOWER is TOPS in TOWER Construction." From coast-to-coast you will find installations where TOWER'S "package" service is paying off . . . in performance, in durability. We can handle your job, too—from the planning stage on through complete maintenance service.

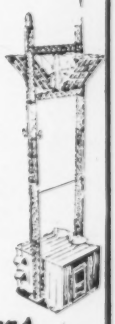
- TV and FM Antenna
- Ground Systems
- Coaxial Transmission Lines
- Maintenance and Painting

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE *too!*

TOWER is a pioneer in Microwave Towers and Microwave Reflectors.
For the vital "know-how" that only experience gives, write or phone TOWER Constuction Company. We invite you to check with our satisfied customers.



Tops in Towers

TOWER Construction Co.
SIOUX CITY, IOWA

VETERAN engineers of KPIX (TV) KSFO San Francisco are presented with engraved silver trays by Philip G. Lasky (c), executive vice president of the stations. The honorees are (l to r) Allan W. Kees, KPIX studio supervisor (15 years); A. E. Towne, KPIX KSFO director of engineering (16 years); Lawrence West, KPIX film control operator (15 years), and Merrill DeWitt, KPIX film control operator (16 years).

AM-FM Hartford, this month marks her 17th anniversary with the stations. She has headed the WDRC bookkeeping staff for many years.

► RUSS NAUGHTON, chief announcer of WDRC-AM-FM Hartford, Conn., is marking his 11th anniversary with the stations this month.

► TED CHAPEAU of WMBR-AM-FM-TV Jacksonville, Fla., celebrated his 13th anniversary of radio broadcasting by airing his regular morning show at a breakfast attended by 3,000 listeners. Interviews were conducted with many of the guests, including some of Mr. Chapeau's sponsors who donated the breakfast. Door prizes for the occasion included a television set and cases of beer. Mr. Chapeau's anniversary breakfasts were inaugurated 11 years ago when Jacksonville's "Mr. Radio" was host to 200 guests.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ...

Roanoke's LARGE ECONOMY SIZE

Whether YOU use NIELSEN or SAMS, you'll find WDBJ's daily audience DOUBLE the second station's — at LESS than 20% more cost!

WDBJ's Nielsen and SAMS reports are now available from your nearest Free & Peters Colonel, or from the station.

Compare — then call — Free & Peters!

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

IN PUBLIC SERVICE

Radio Assists 'March'

MORE THAN 1,100 radio stations throughout the country are cooperating with the new March of Freedom campaign and major radio-TV networks have pledged their cooperation, according to Jaeger & Jessen, Chicago advertising agency handling the promotion and advertising.

Films, kinescopes and transcriptions will be made available to local stations free during the year's crusade. Promotion begins Sept. 7 with special parades and on-the-air dramatization of American freedom. Other dates will be selected as the campaign progresses.

Dishwashing for Blood Donations

AT WMPS Memphis they rolled up their sleeves for blood—except the arms were for dishwashing, not needles. Dick Cook and Audrey Caughey of WMPS volunteered their dishwashing services to the first person calling the station to donate blood during a *Blood Donors on Parade* benefit. Featured on the program were request songs and appeals from prominent local citizens. Blood officials said the July 11 show "has helped our recruitment effort tremendously."

WORL Collects for Jimmy Fund

FOR WORL Boston disc jockeys it's all out for the 1953 Jimmy Fund. The fund is devoted to research on cancer in children. All four jockeys, Stan Richards, Alan Dary, Lou German and Norman Prescott, bolstered by WROL's facilities, moved to Nantasket Beach July 25. Auctions held there brought in $2,000. Two of the announcers were sold to the highest bidders—for $225. Upcoming for WORL's campaign is an airplane sight-seeing tour on the North Shore. All for the Jimmy Fund.

WBZ Adds to Tornado Relief

REPORT by WBZ-AM-TV Boston on its campaign to aid Worcester tornado victims showed that a total of $69,421.88 had been received from New England listeners and viewers. The radio-TV drive ended July 25. Of the total, more than $55,000 was sent by adults and nearly $14,000 was sent by children to help youthful victims. Since the campaign's end, nearly $500 daily is still being received by mail. Gov. Christian A. Herter's relief committee announced that WBZ's drive was the largest amount yet received, WBZ said.

KWOS Spots Blood Need

SPOT announcements on KWOS Jefferson City, Mo., within two hours brought more than 40 calls and five times as much Types O and H blood to a local hospital as was needed to complete three operations in progress when the supply became exhausted. St. Mary's Hospital turned to KWOS after failure to find needed blood even in St. Louis' blood banks.

KOBK Licks Baseball Slump

TWO marathon broadcasts of KOBK Owatonna, Minn., are credited with bringing the Owatonna Aces baseball team out of a financial slump which threatened to end its season. The team needed $5,200. KOBK aired 15½ hours of appeals over two days. Donations: $5,542.51.

Missing Children Found

KOTV (TV) Tulsa fortnight ago was instrumental in locating three children, two 13-year-olds and one 10-year-old, who wandered from home. Station telecast pictures of trio during

NEWLY-INSTITUTED annual blood donor award by WSAZ-TV Huntington, W. Va., is presented to C. D. Rumbaugh (l), chairman of the Logan County Blood Program. At right is William Romaine, station's administrative assistant. Logan County, which contributed 105% of quota, will display the plaque in its bloodmobile during the coming year. Award was inaugurated on *Chance of a Lifetime*, telecast from station's studios and named after the ABC-TV network show which donated time for the production. Winning county will be added each year.

the morning following their disappearance. A few hours later an employe of a sand company, who had seen the pictures KOTV telecast, spotted the youngsters playing on a river bank. He notified police who returned the children to their parents.

Professionals Boost 'Week-End Warrior'

"WEEK-END WARRIOR" campaign, to encourage recruiting in Naval Air Reserve training, will have professional touch this fall with Song Ads, Hollywood organization specializing in song commercials, supplying radio and TV spot announcements to Southern California stations. Song-Ads, singer-actor Dick Powell, the orchestra and the stations all will donate time. Recruiting program was arranged by Jack Woolley, KECA-TV Hollywood, a weekend USNAR lieutenant.

License Renewal Reminders

MORE than 25% of the Oklahoma drivers who have renewed their operator licenses during the past three weeks say they were reminded to do so by KOTV (TV) Tulsa, according to Jimmy Andrews of the Oklahoma Highway Patrol. The station has been televising renewal reminders for the past few weeks in cooperation with the state's highway patrol.

New Bond Programs

AUGUST transcribed programs in the U. S. Treasury's Savings Bond Division series, *Guest Star*, include the following: Aug. 9, Eddie Cantor, Al Goodman Orchestra; Aug. 16, Teresa Brewer, George Cates Orchestra; Aug. 23, Agnes Moorehead, Harry Sosnick Orchestra; Aug. 30, John Conte, Harry Sosnick Orchestra. *Guest Star* transcriptions are carried on 2,900 AM and FM stations. The August programs are produced in New York and Hollywood.

Advertisement

From where I sit
by Joe Marsh

Moon for Mayor

If our five-year-olds could vote, Moon Jackson would be mayor tomorrow. Moon just bought and cleaned up that fenced-in lot by the depot.

"Plan to build there next year," Moon said, "but in the meantime thought I'd put it to some good use. I found a wagon wheel in there, and I sunk the axle in the ground. Painted it and now the kids use it for a merry-go-round."

Moon got hold of an old tractor tire, too—whitewashed it, filled it with sand, and now it's a sandbox. He planted some grass seed and hung auto tires from the big elm for swings.

From where I sit, Moon has shown once again why he gets along with everyone and why everyone respects him in this town. He's just naturally considerate. Whether it's going out of his way to fix up that vacant property —or simply respecting another person's right to a temperate glass of beer, Moon shows a "lot" of consideration for his neighbors!

Joe Marsh

Copyright, 1953, United States Brewers Foundation

BATISTA CLAMPS CENSORSHIP ON CUBA

International broadcasting groups protest action of the Cuban president in suspending free speech guarantees for 90 days. Gilmore Nunn voices the U. S. position.

BROADCASTING stations of the American Continent last week sent a strong protest to President Batista of Cuba, against clamping of total censorship against Cuban stations.

Inter-American Assn. of Broadcasters sent a cable on behalf of its members as did the International Press Assn. Gilmore Nunn, WLAP Lexington, Ky., NARTB representative on the IAAB board, submitted a protest on behalf of U. S. broadcasters.

CUBA

Constitutional guarantees of free speech have been suspended for 90 days by the Batista government. This series of bans includes a flat censorship, with government censors stationed at all Cuban broadcast outlets. Militia and machine guns are being used by the government to insure compliance.

Word of the Cuban president's action has reached the U. S. from various sources.

Goar Mestre, member of the IAAB board, said censors have been assigned to all Cuban stations as well as to newspapers and magazines. The right to editorialize has vanished, he added, since no Cuban outlet is willing to broadcast editorials that have been previously censored.

The government's action, he said, marks the first time in nearly 20 years that Cuban stations have been subject to such censorship. Commentators, interview programs and other types come under the strict government edict.

Emilio Azcarraga, IAAB president and prominent Mexican broadcaster (XEQ, XEW-TV) cabled President Batista that broadcasters in the Americas were deeply alarmed by the controls, noting the action interrupted the long-standing freedom and urging that censorship be discontinued in accordance with the Cuban constitution. "The broadcasting stations of this hemisphere anxiously await being able to inform the world public opinion that your just intervention has put a stop to this lamentable situation," he said.

Mr. Nunn's cable to President Batista stated: "Broadcasters in the United States are extremely concerned over reports of the imposition of censorship on radio and television stations in Cuba, and I implore you to consider the dire effects of this action and to lift the restrictions on the freedom of communication in your great country."

James Canel, on behalf of the Executive Committee of the International Press Assn., told President Batista the censorship "has caused us profound concern" and "is a hard blow to democracy in America."

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

BRITAIN'S 'COMMERCIAL vs. GOVERNMENT' FIGHT

THE following is reprinted from Time, *Aug. 3, by permission:*

THE British squabble over whether the government ought to allow sponsored television alongside the state-controlled BBC is still going full blast. And J. Fred Muggs, the playful chimpanzee who appeared on a U. S. TV show alongside coronation pictures of the Queen is still used to prove the inevitable tastelessness of commercial TV. In London's weekly *Time and Tide*, Malcolm Muggeridge, editor of *Punch* and onetime U. S. correspondent of the *Daily Telegraph*, has written a memorable answer to the enemies of commercial broadcasting. His arguments have meaning not only for Britons, but for Americans who often groan over commercials. Excerpts:

"Radio, you consider, is too potent an influence to be allowed, like printing, to be under private control . . . Private television companies, you argue, because they must look to advertising sponsors for their revenue, would necessarily be guilty of vulgarization [and] distortion [to] serve their own base interests. On the other hand, [the BBC] . . . may be relied on to sustain elevated standards. Let us see how the system has worked in practice.

"In those disastrous years prior to September 1939, you will recall, one notable voice was never heard from Broadcasting House; a voice which, in 1940 when it was almost too late, was able to summon up endurance and courage. . . How wonderful it would have been if this voice, Sir Winston Churchill's, had been heard on the air warning of the wrath to come. . . . The Corporation, however, would not have it [because of Britain's] appeasement policy. . . . I would myself cheerfully have put up with hours of Mr. J. Fred Muggs for such a deliverance as Sir Winston Churchill would have provided from the BBC's bromides. . . ."

The Only Voice. "Freedom, it seems to me, lies not so much in objectivity, which is largely beyond human realization, as in variety. . . . Those who appear regularly [on] BBC . . . must be prepared to blow their trumpets or sound their cymbals or scratch their violins in accordance with the Corporation's baton. . . . Whether the music is good or bad, there is one orchestra with one conductor, following one score, and this state of affairs . . . is both unhealthy and dangerous.

"Take the case of Mr. Alistair Cooke, [who] through his regularly broadcast American Letter has an immense influence. . . . The picture he presents of American life, manners and politics is, essentially, misleading. It does not matter that in the columns of the *Manchester Guardian*, Mr. Cooke should demonstrate mathematically that Mr. Stevenson must win the presidential election of 1952 . . . or that he should write a book in which Mr. Hiss is presented (except in the last few pages) as a kind of hero of our time. There are other newspapers and other books. On the air, however, there are not other voices. . . . I want others to be heard. . . .

"[In the U. S.] an enormous quantity and variety of sound radio and television is available, some of which is excellent, some of which is exceedingly silly, some of which might legitimately be described as 'horrible.' Last year, during the Republican Convention in Chicago, I sat with my head in a television set for four days. The convention coverage could not have been better done. . . . There was not the smallest sign of partisanship. At intervals a personable young lady appeared to recommend a particular brand of refrigerator, but when her appearance would have interrupted a dramatic development, it was postponed. . . . According to the fatuous mythology of the Left [the sponsors] should have been Taftites. If so, there was nothing . . . to give the smallest indication that this was the case. . . ."

The Servile State. "Most of the [British] newspapers have put up a particularly hilarious performance. . . . They do not want to lose advertising to commercial television. They have therefore discovered all sorts of high-minded reasons for preserving in the case of the BBC a monopoly which, in any other field, they would [denounce]. . . . Then there has been the unforgettable spectacle of politicians rising up . . . to explain how their sensitive natures recoil from the vulgarity of commercial radio. . . . It is rather as though Moll Flanders, confronted with the possibility of finding herself alone with a gentleman friend, should have fainted right away from shyness. . . .

"Does anyone suppose that if the Elizabethan Theatre . . . had been under public control it would have produced Shakespeare? . . . Mr. Justice Shallow in all his many guises would have greatly exerted himself to, as it were, keep Sir John Falstaff off the air. . . .

"In sombre moments I seem to see the stage being set for that servile state whose coming to pass [Hilaire] Belloc prophesied even before the 1914-18 war—key figures posted and . . . a whole conditioning process taking place while one looks helplessly on. . . . More effectively than anything else [the BBC monopoly] enables those set in authority to impose on the rest of us a pattern of thought and of feeling. . . . I must confess that escape, even into the arms of J. Fred Muggs, is a delectable prospect."

Hiebert, Walden Work on TV; Resign From KENI Anchorage

A. G. HIEBERT, station manager, and Jack M. Walden, chief engineer of the Midnight Sun Broadcasting Co. (KENI Anchorage, Alaska), have resigned their posts to "devote full time to planning and building television facilities in Anchorage," it has been announced.

ALASKA

The men are officers of a new corporation, Northern Television Inc. Mr. Heibert is president and Mr. Walden, vice president and technical director.

Mr. Heibert has been manager of KENI since August 1949. He aided in the station's construction in 1948 and KFAR Fairbanks earlier. Mr. Walden, who joined KFAR in 1945, became chief engineer in 1947 and in 1948 also aided in KENI's construction, becoming chief engineer there.

CBC-NABET Pact Signed

THE FIRST COLLECTIVE bargaining agreement covering staff employees of the Canadian Broadcasting Corp. was signed July 31 in Montreal by Alphonse Ouimet, CBC general manager, and H. Bramah, CBC treasurer, with the National Assn. of Broadcast Engineers & Technicians, represented by T. J. O'Sullivan and A. Gagnier. The agreement covers about 500 employees in both the radio and TV divisions. It provides for a general wage adjustment, reduction of the work week from 42 to 40 hours, improvement in holiday pay, night shift differential, overtime pay on a daily and weekly basis, modified form of the Rand formula (automatic dues checkoff), paid vacations and sick leave, and provisions relating to jurisdiction, seniority and grievance procedure. Negotiations which covered nearly half a year, were concluded July 10.

CANADA

CKNW Sets Vote Coverage

EXTENSIVE plans have been made by CKNW New Westminster, B. C., for coverage of the Canadian federal elections today (Monday). A staff of 50 persons has been assigned to the reporting. To Vancouver alone, 13 remote lines have been installed to facilitate immediate airing of returns, CKNW reported. All national facilities are to be employed also. CKNW is interviewing on the air each lower mainland candidate.

CANADA

Set Sales on Rise

ANOTHER 10,880 television receivers valued at $4,234,035 were sold in Canada in June, 1953, bringing the total sale for the first half of 1953 to 125,140 TV receivers. Factory production in the period was 167,853 receivers. A new station at Ottawa, starting late in May, upped June sales in that area some 1,393 sets, while in the Montreal area, 3,283 receivers were sold in June. In southern Ontario sales were 5,079 sets. A total of 45,954 radio receivers was sold in Canada during June. They were valued at $3,951,026. Some 37,040 receivers were sold in June 1952, according to figures of the Radio-Television Mfrs. Assn. of Canada.

CANADA

School Sets Up

ABOUT 55% of the 21,650 English-language schools in Canada are now equipped with radios for receiving national school broadcasts, Canadian Broadcasting Corp. reports. Of the 12,000 schools equipped with radios, more than 7,000 were so equipped since 1949. CBC school broadcasts are now in their 11th year, and productions now are at an average of 1,200 school broadcasts each year.

CANADA

Canadian Microwave System

MICROWAVE relay systems are being constructed by the Bell Telephone Co. of Canada, from Montreal east to Quebec for service next spring, and from Toronto westward to London and Windsor-Detroit. The systems will be for use of television program relays to Quebec city, to Hamilton, London and Windsor, and for pickup of programs from Detroit.

CANADA

Press News Appoints Covey

DONALD COVEY has been appointed executive editor of Press News Ltd., radio and television subsidiary of Canadian Press, Toronto. He will help C. B. Edwards, general manager of Press News Ltd., to develop news services for broadcasting and television.

CANADA

Radio Set Sales Increase in Canada

RADIO sets sales in Canada have increased during the first five months of this year, according to a report of Pat Freeman, sales and research director of Canadian Assn. of Broadcasters. Sales from January to the end of May this year totaled 246,217 sets as compared to 174,515 sets in the same period of 1952. Since the end of World War II a total of 5,184,459 sets valued at $385,449,697 have been sold in Canada.

CANADA

TV set sales in the first five months of 1953 are given by Freeman as 116,984, with value of $50,007,586. Total number of TV sets sold in Canada from 1949, when first sets were produced, to end May 1953, is 341,795, with value at $152,199,293.

Caldwell Forms New Div.

S. W. CALDWELL Ltd., Toronto, has formed an equipment sales division to handle in Canada television and audio equipment, including Califone audio equipment, Stancil-Hoffman portable and studio tape recorders, magnetic tapes, film and slide projectors and various radio and TV production aids including Standard sound effects library and Langworth mood and bridge music. Gerrard Quinney, formerly manager of CJSH-FM Hamilton, Ont., has been appointed manager of the new division.

CANADA

Adam J. Young Jr., Inc.
National
Representative

J. E. Campeau, President

Guardian Building • Detroit 26

Measure your advertising "dollar distance" in terms of sales response! Choose CKLW, the lower cost major station to get your advertising message across in the Detroit area! . . . and watch your sales chart grow up up up!

•

CKLW covers a 17,000,000 population area in five important states!

•

50,000 WATTS
800 KC.

Canadian Viewing Drops, July 'Teleratings' Reports

A DROP in Canadian TV viewing is reported in the July "Teleratings" report of Elliott-Haynes Ltd., Toronto. Monthly sets-in-use in the Toronto - Hamilton - Niagara area, where 170,000 of the 324,000 sets in Canada are concentrated, dropped from 63.4 in June to 49.7 in July. At Montreal, with roughly 63,000 sets in the area, there was a drop from 65.1 in June to 59.6 in July sets-in-use index.

CANADA

Highest ratings in the Toronto-Hamilton-Niagara area were for U. S. programs seen on WBEN-TV Buffalo, with leading five shows being *Dragnet* 65.9, *Two for the Money* 60.8, *Wonderful John Acton* 58.1, *Boxing* 58, and *Martin Kane* 56.3.

Toronto Ratings

On CBLT Toronto, highest ratings were for *Ladies Softball* 26.6, *Boxing* 25.7, *Wrestling* (U.S.) 23.8, *Feature Film* 20.9, and *TV Sound Stage* (U.S.) 20.1.

On CBFT Montreal, with no other stations being available, most popular programs were *Feature Film* 75.2, *Boxing* 74.3, *Foreign Intrigue* 73.3 (U.S. film), *Cue for Music* 73.1, and *Wrestling* 71.4.

On CBOT Ottawa, with no other station being available, most popular programs were *Cue for Music* 76.5, *French Film* 75, *Floor Show* 72.8, *Cafe des Artistes* 71, and *TV Playhouse* 70.9 (U.S. network).

Canadian Voting Results Set for Airing Tonight

FIRST simulcasts of a Canadian national election will be aired this evening (Monday) with results of the voting today.

Simulcasts on Canadian AM networks and a three-station TV network (Toronto-Ottawa-Montreal) start at CBC Toronto headquarters at 7 p.m. EDT. Election result broadcasts start at 5:30 p.m. EDT in Newfoundland. Nationwide results may not be broadcast until polls close in each of the six time zones, and thus will not be aired until 10 p.m. EDT, which is 6 p.m. at Vancouver.

CANADA

Elaborate simulcast has been arranged at Toronto, with French-language commentaries from Montreal. Election results for CBC will be aired by 50 newsmen, producers and commentators throughout Canada, under supervision of W. H. Hogg, CBC chief news editor, Norman DePoe, news roundup editor, and Gunnar Rugheimer, TV news editor. Political party leaders will be interviewed from various parts of Canada.

Hallicrafters Builds Plant

HALLICRAFTERS CANADA Ltd., Toronto, has begun construction of a new single story $400,000 factory in the Don Mills Rd. section of suburban Toronto. Plant will cover 42,000 square feet of floor space and employ 250 persons, mainly on TV receiver production.

CANADA

WE'RE HAP HAPPY!
We're just thrilled to death at what's happening to this little ole "big town" of ours! It's just growing so steadily and so solidly nothing short of one of those Yucca Flats "mushrooms" can stop it! So, come on . . . get your share! It's here a-plenty, for the asking. And, our Rep, your Hollingbery Man, has the figures to show you why, in Miami, the Local Boys spend the biggest portion of their advertising dollars with WIOD! Give him a call.
WIOD
Established January 18, 1926
James M. LeGate, General Manager
5,000 WATTS · 610 KC · NBC Affiliate
National Rep., George P. Hollingbery Co.

STATIONS ASSIST EDUC. TV GROUPS

Commercial broadcasters have donated nearly $1,250,000 in money and equipment to educational TV outlets, plus the assistance of their technicians and officials.

NEARLY $1,250,000 in buildings, towers, studios and equipment have been given to educational stations and aspirants by commercial radio and television broadcasters and equipment manufacturers, the National Citizens Committee for Educational Television has revealed in a survey.

The donations have been made to citizens and educator groups building noncommercial stations in 19 cities, reports Robert R. Mullen, NCCET executive director. He said many of the 47 applicants for noncommercial educational stations never would have been able to meet FCC financial requirements without this help.

Besides material help, broadcasters have lent educational stations the time of their technicians and officials. More than a hundred colleges and universities have telecast programs over commercial stations. Of these 11 give courses for credit, Mr. Mullen said.

Some of the gifts:

• WBT-AM-FM WBTV (TV) Charlotte have given $5,000 to the Governor's Committee studying educational TV. Larry Walker, vice president of the stations, serves as chairman of the Charlotte Educational TV Committee. The stations are making grants to other educational TV groups [B•T, June 8].

• WBRC-AM-TV Birmingham (Storer Broadcasting Co.) gave a DuMont TV transmitter, a tower and use of cameras and studios to educators seeking reserved Ch. 10 there [B•T, May 18].

• KING-AM-FM-TV Seattle gave $182,000 in equipment to educators seeking Ch. 9 there [B•T, April 13].

• The Houston *Post* (KPRC-AM-FM-TV Houston) gave $150,000 in equipment to KUHT (TV) Houston, first educational station on the air.

WMBR Gift Cited

• WMBR-AM-FM-TV Jacksonville (Washington, D. C., *Post*) gave educational TV interests a completely equipped mobile TV unit with two cameras. City-owned WJAX-AM-FM has given a tower and the local school board has given studio space.

• WMC WMCT (TV) Memphis (Scripps-Howard chain) donated nearly $190,000 in equipment, including a new transmitter and use of the firm's 360-ft. auxiliary tower, to the Memphis Community TV Foundation seeking reserved Ch. 10 there [B•T, June 22].

• Mountain City Television Inc. (WAPO Chattanooga and applicant for Ch. 3 there) has offered local educators use of its transmitter, studios and tower.

• WTVJ (TV) Miami gave local educators a transmitter, tower and antenna valued at $150,000.

• KYW WPTZ (TV) Philadelphia (Westinghouse Radio Stations Inc.) gave an FM transmitter, antenna and tower worth $90,000 to

Delaware Valley Educational Television Corp. [B•T, June 29].

• KPIX (TV) San Francisco gave studios and equipment worth $72,000 to Bay Area Educational TV Authority.

• WOAI-AM-TV San Antonio offered $10,000 yearly for five years to San Antonio Council for Educational Television and KEYL (TV) (Storer Broadcasting Co.) offered surplus equipment to the Council [B•T, May 4].

• WGVL (TV) Greenville, S. C., has offered technical services and WFBC there has given free air time to Piedmont Area Educational Television Inc. in its campaign to secure reserved Ch. 29 there.

• WRVA Richmond, applicant for Ch. 12 there, has offered use of a 500-ft. tower to an educational TV station.

• Emerson Radio Corp. is giving $10,000 each to the first 10 educational TV stations on the air [B•T, April 13].

General Electric Corp. has collaborated with Syracuse U. in experimental programs, and RCA and DuMont have provided equipment for an experimental educational TV project at Rutgers U.

USC Leases TV Facilities

PART of John Poole Transmission Center, located on Mt. Wilson, overlooking Pasadena, has been leased for 15 years by Hancock Foundation of the U. of Southern California, noncommercial educational TV permittee. The new station (Ch. 28) will share facilities at Poole Center with KPIK (TV) Los Angeles, Mr. Poole's uhf station slated to start this fall, and KFWB-FM Hollywood. USC starts test patterns this month. Studios are on campus.

NAEB Gives $80,000 More To Improve Educ. Programs

A SECOND series of grants-in-aid, totalling $80,000, for the improvement of educational radio and television programs was to be announced yesterday (Sunday) on behalf of the National Assn. of Educational Broadcasters by Dr. Harry J. Skornia, NAEB executive director.

Eligible for the grants, which will not exceed $7,000 for radio shows and $9,000 for television, are educational institutions, which already have facilities and funds for such programming. Applications must be mailed to the National Assn. of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill., by Oct. 1.

NAEB made the first series of grants last year. Radio and television programs, produced under the project, currently are being collected by NAEB. Radio programs will be released by the NAEB Tape Network and television shows by the Educational Television and Radio Center.

Michigan TV Workshop

THIRD annual three-week Television Workshop began last Monday at Michigan State College. On the lecture schedule are James Tintera of the WKAR-TV East Lansing production staff, on production; Dr. Robert P. Crawford, MSC radio-TV training director, on programming, and Dr. Armand D. Hunter, MSC television development director, on TV management. The college's WKAR-TV, noncommercial educational outlet, has a Jan. 1, 1954, target date.

MANUFACTURING

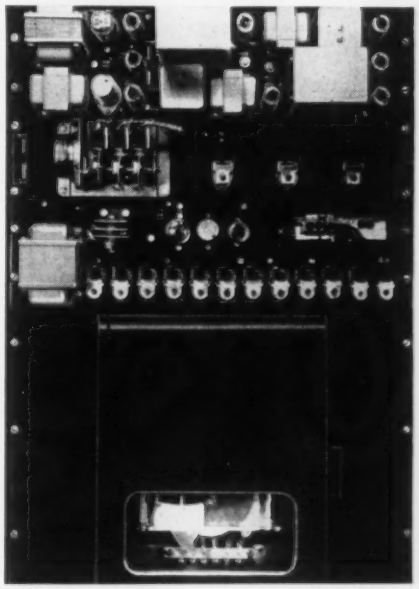
HAMMARLUND BUILDS 'UNATTENDED' UNIT

The new system can be used for unattended broadcast transmitters, fitting in with FCC's authorization of remote control operation.

HAMMARLUND Mfg. Co., New York, has designed and built a control system for unattended broadcast transmitters which may be used by stations in accordance with FCC's recent action authorizing remote control of transmitters, Robert B. Moon, general sales manager, said last week.

The newly-introduced Hammarlund remote control and telemetering system requires only one audio-frequency telephone circuit. Vhf or microwave may be used but the system needs no DC circuit. It offers remote telemetering of nine separate circuits, includes up to four emergency alarm indications and assures fail-safe operations at all times, according to Mr. Moon.

Built for high flexibility and designed on building block principles, the system uses Hammarlund control and supervisory unitized parts. It includes: First section, a control panel at the operator's console consisting of a dial telephone, telemeter indicator and other controls; second section, at the control point, includes a number of audio-frequency tone transmitters and receivers; third, at the remote transmitter, consists of audio-frequency tone generators and selective amplifiers, telemetering transmitter, control selector and an alarm keying mechanism.



THIRD section of Hammarlund Mfg. Co.'s remote control system for unattended broadcast transmitters is installed at the remote location and includes audio-frequency tone generators and selective amplifiers, telemetering transmitter, control selector and an alarm keying system. Other two sections are installed at the control point and at the operator's console.

The NOSE-IEST STATION in Town!

New WJAS AM & FM

THE $ $ MONEY $ SUNNY SIDE OF THE DIAL

All Pittsburgh just has to listen to Radio Pittsburgh—the station with a nose for news. Sharp, documented news coverage ALL DAY by HERB MORRISON and his WJAS news staff, establishing WJAS as Pittsburgh's radio NEWS leader.

FIRST—with a report of the Steel settlement . . . A FULL SEVEN MINUTES *BEFORE* the wire services.

FIRST—with on-the-spot interviews with the principals in the steel dispute.

FIRST—with on-the-spot reports of the Worcester, Mass. tornado disaster.

No wonder all Pittsburgh *naturally* turns to WJAS ALL DAY for complete news coverage.

Serving the GREATER PITTSBURGH Metropolitan Area...

5000 Watts 1320 KC.

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

WALTER WAGSTAFF (l), vice president and general manager of KIDO-TV Boise, Idaho, which began commercial programming July 12 [B•T, July 27, 13], finds out how a television camera works. Explaining the technical details is H. W. Toedtemeller, chief engineer, while Vern Moore, audio-visual producer, looks on. KIDO-TV is assigned vhf Ch. 7.

DuMont Sets Up 134%

SHIPMENTS of DuMont TV receivers during the seventh fiscal period (June 18-July 12) were 134% greater than in any other comparable period of the company's history, the company announced Monday. The increase followed over-all acceptance of six new sets added to DuMont's line June 19, according to Dan D. Halpin, receiver division general sales manager.

WEED'S ON FIRE

Who wouldn't be when
WPTR'S JET FIRE
Merchandising Plan
offers 36 Super
Markets whose Retail
Sales last year were
25 Million Dollars.
Yes—In Albany
Schenectady and Troy . . .

JET FIRE IS SURE FIRE!

WPTR
50,000 WATTS • UPSTATE, N. Y.
LEADING INDEPENDENT
Represented by WEED AND CO.

Raytheon Head Describes Television 'Memory Tube'

A TV "memory tube" capable of transmitting images over regular television networks or across the Atlantic Ocean was described by C. F. Adams Jr., Raytheon Mfg. Co. president, at the company's recent convention of dealers and distributors in Chicago.

Mr. Adams said the system developed by scientists would permit the beaming of only a small portion of the image at a time and that the memory tube can receive the image "piece by piece" and have a complete picture in 20 to 30 seconds. The complete image could be transmitted over commercial U. S. TV networks in a few seconds, he said.

Philco Sales Record

PHILCO Corp. sales for the first half of 1953 hit $238,522,000—higher than any similar period in its history and 44% above the first half of 1952, William Balderston, president, said last week. Net income after provision for income and excess profits taxes was $6.9 million or $1.90 per common share after preferred dividens, compared to $4,289,000 or $1.16 per common share for that period last year. In addition, non-recurring income from sale of WPTZ (TV) Philadelphia and the prior year's adjustments, after taxes, amounted to $5,316,000 or $1.51 per common share, he said.

Hi-Fi, Television Headline Chicago Show

HIGH fidelity sound equipment and television will command a large layout during the first annual International Sight & Sound Exposition and Audio Fair, scheduled to be held in Chicago Sept. 1-3.

Hundreds of products — including "three dimensional" and binaural equipment—will take over a floor of the Palmer House, site of the exposition. Other items are tape recorders, triaxial loudspeakers and amplifiers. More than 100 display rooms for exhibits of leading manufacturers have been set aside for the show.

Plans are underway to accommodate 20,000 visitors because of the tremendous interest in "Hi-Fi" and television, it was explained.

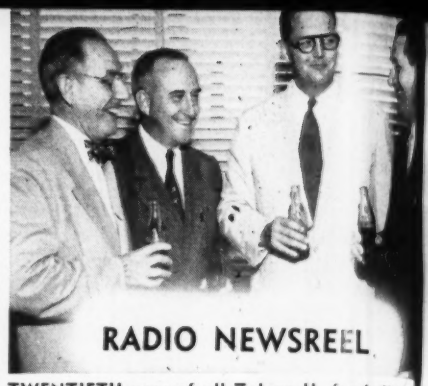
TV Interference Aids

TWO educational aids on causes and cures of television interference have been prepared and distributed to Washington, D. C., dealers and servicemen by RETMA in conjunction with the Washington Television Interference Committee and the Washington Electric Institute. Among other things, the four-page leaflet stresses that not all TVI (television interference) is due to amateur transmitters. Included in the leaflet is a poster detailing common TVI causes and the ways in which each may be overcome.

Columbia Records '3-D'

COLUMBIA RECORDS Inc. announced last week it will add three-dimensional sound effects to its high fidelity "360" phonograph by means of an "XD" unit. The unit was designed by Dr. Peter Goldmark, vice president in charge of engineering research and development for the CBS Labs. Division.

RADIO NEWSREEL



TWENTIETH year of all Tulane U. football is discussed by (l to r) T. J. Fontelieu, coml. mgr. of WSMB New Orleans, carrying the games; Richard Baumbach, Tulane athletic dir.; Richard W. Freeman, pres., Louisiana Coca-Cola Bottling Co., sponsoring the gridcasts; John R. O'Meallie, station vice pres.-gen. mgr.

ALL GRID GAMES of Southeastern Louisiana will be sponsored on WIHL Hammond, La., by Community Chevrolet Co., that city. Watching S. A. White (seated), Community Chevrolet, complete plans are (l to r) Royal K. Sanford, Southeastern; V. E. Pregeant, Community Chevrolet; E. L. McGehee, Southeastern, and J. K. Ferris, WIHL coml. and gen. mgr.

ALL Notre Dame football games on WCOL Columbus, Ohio, are arranged by (l to r) Neal Smith, WCOL mgr.; Clarence Rugg, Hotpoint distributor; Arnold Routson, WCOL sales representative, and Richard Grener, local Hotpoint dealer.

MINIMUM of 312 quarter-hours for fourth consecutive year is bought by Allied Furniture Co., Los Angeles, on KOWL Santa Monica *Joey Adams* program. Concluding arrangements are (l to r) Jerry Simons, Simons Adv. Agency, Los Angeles; Ozzie Goran, owner of Allied; disc m.c. Adams, and George A. Baron, KOWL station mgr.

Capehart-Farnsworth Shows Polaroid Picture System

UNVEILING of a new Polaroid picture system and high fidelity phonograph-radio combination was the highlight of Capehart-Farnsworth Corp.'s annual distributors convention in Chicago last Monday and Tuesday at the Congress Hotel.

Fred D. Wilson, Capehart president, delivered the welcoming address. Other speakers were Gen. William H. Harrison, IT&T president, and Philo T. Farnsworth, Capehart vice president and research director.

The new picture system, developed by Polaroid Corp. in conjunction with Capehart engineers, combines a circular polarizer with an aluminized picture tube and eliminates reflections from outside light sources, giving greater black and white contrasts.

Anthony Wright, vice president of Capehart's commercial products division, demonstrated the picture system and announced the firm's entry into the "Hi-Fi" field.

NEW type TJ-53A mobile TV unit developed by RCA Victor's Engineering Products Dept. and priced at $11,400, will carry all equipment needed to pick up, monitor and relay remote TV events to a video station, the firm announces. It contains an air-conditioned control room with facilities for driver, program director and three technicians, and storage space to carry three field TV camera chains plus operating equipment.

Scott Summer Sales Up 50%

SCOTT RADIO LABS Inc., Plymouth, Ind., last Tuesday reported its June and July sales are 50% more than a year ago. John S. Meck, president, also reported that Scott showed a profit of $65,556 on net sales of $4,234,600 for the fiscal year ending May 31. The previous year total sales were lower—$3,908,437—but profits were higher, totaling $117,335, including $70,864 netted on sale of fixed profits. Excessive selling costs were blamed for a loss of $504,877 in the firm's retail subsidiary, Meck Television Inc., which now is largely discontinued, according to Mr. Meck.

Motorola's New Test Lab

MOTOROLA Inc., Chicago, has established a new test laboratory at Loyal Oak, Ohio, A. T. Alexander, national service director, has announced. Mr. Alexander said the site, ideal for TV testing because of the many vhf and uhf stations in the area, also will be used for testing home and auto radios. Arthur Pape is supervising the testing operations, which were to begin Aug. 1. Testing formerly was conducted in Lakewood, N. J.

Asks for Stock Issue

DOUGLAS ROESCH Inc., Los Angeles, TV set manufacturer, has applied to the California State Division of Corporations for authority to issue one million shares of common stock and to sell 200,000 at the par price of $1. Approval also is sought for an issue of 100,000 shares of $10 par preferred, none of which will be outstanding.

DuMont Labs Sets Show Staff

ALLEN B. DuMONT Labs Inc., will be represented at the Western Electronic Show & Convention in San Francisco, Aug. 19-21, by Rudolf Feldt, manager, Emil G. Nichols, technical sales manager, and Warren Paap, engineer, all of the instrument division, and Robert G. Scott, sales engineering manager of the cathode-ray tube division.

Westinghouse Sales Up

WESTINGHOUSE Electric Corp. net sales for the 1953 half-year were $780,489,000, highest of any six months in the firm's history and 14.5% above that period of 1952, Gwilym A. Price, president, reported last week. Net income was $35,660,000, up 13.2% over the 1952 period, with earnings $2.19 per share on common stock, up 12.3%. New business booked was 23.4% above that for the 1952 period, he said.

Motorola Sales Climb

MOTOROLA Inc. sales for the first half of 1953 reached an all-time peak with the figure of $109,532,968, 57% above the $69,673,101 in sales for the 1952 period, Paul V. Galvin, president, said last week. Second-quarter sales were $44,673,101, an all-time high and 44% greater than for the 1952 period, he said. Earnings after tax provisions were $4,640,679 or $2.40 per common share, for the first half of 1953, compared to $3,129,704 and $1.62 a year ago.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RADIO CORPORATION of AMERICA

AFFILIATION with NBC-TV is signed by Frank W. Mayborn (l), president of Bell Publishing Co., permittee of KCEN-TV Temple, Tex. Representing NBC-TV is Thomas E. Knode, mgr. of station relations. KCEN-TV, an interconnected affiliate, plans to go on air in fall with 100 kw on vhf Ch. 6.

TV SPOT commercials are discussed by (l to r) Mel Jensen, vice pres., Elwood J. Robinson & Co., Los Angeles agency for Cinch Products (baking mixes); Jack Taylor, Cinch pres.; Art Baker, radio-TV announcer-personality, and his wife, Alice Weaver. The Bakers are featured in series.

UNITED TELEVISION PROGRAMS' *Old American Barn Dance* is purchased for use on KSWS-TV Roswell, N. M., by Joseph F. Lanser Jr. (c), adv. mgr. of A-1 Brewing Co., Phoenix. Watching: Wynn Nathan (l), UTP western regional sales mgr., and Charles W. Pine, acct. exec., Adv. Counselors of Arizona, A-1 agency.

WRESTLING films on WSYR-TV Syracuse are contracted by Smith Binning (seated), Coe Adv. Agency, for Haberle Congress Brewing Co. Looking on: Bill Finkleday (l), sales representative, Consolidated Television Sales, and Fred I. Geiger, WSYR-TV sales mgr.

Elgin Plans to Enter Electronics Manufacture

The watch company's diversification plan will include work on transistors—but will stay clear of the radio-TV set making business.

ELGIN National Watch Co., Elgin, Ill., last Wednesday announced plans for entering the miniature electronics field as part of a product diversification program.

In a 10-page outline of its "plan for tomorrow," the 89-year-old firm and TV advertiser said it would apply its watch-making techniques to development of transistors—new substitute device for the vacuum tube—and other products. It plans to seek small, specialized electronic components or to join other firms in the manufacture of these items.

It will steer clear of the radio or TV receiver field.

Referring to the transistor, J. G. Shennan, Elgin president, expressed belief the device is "at least twice as large as it should be for the ultimate in subminiaturization." He said application of Elgin techniques could result in reduction of size of various electronic components at low cost.

Trav-Ler Boosts Sales

SALES of Trav-Ler Radio Corp., Chicago, reached $8,431,019 for the first six months of 1953—more than a 100 per cent increase over the same period last year—President Joseph Friedman announced Wednesday. Second quarter sales for 1953 were $3,606,380, or 162 per cent over the 1952 quarter. The company also reported 1953 first-half profits after taxes of $468,697, or 61½ cents per share.

RCA Industrial Equipment

NEW mobile two-way radio communications equipment for uhf band has been announced by RCA Victor. Systems are designed for public safety, transportation and industrial users.

Bell & Howell System Shown

WIDE-SCREEN system with stereoscopic sound for 16mm movies, patterned after 20th Century Fox Cinemascope, was shown July 31 by Bell & Howell at National Audio-Visual Convention at Hotel Sherman in Chicago. The system is expected to be used for sales and industrial films, but no immediate application to TV is seen.

146 TV Stations on Cable

FOUR TV stations—WGVL (TV) Greenville, S. C., KBES-TV Medford, Ore., WHB-TV and KMBC-TV Kansas City—have been connected to AT&T's nationwide network facilities, the telephone company has announced, making video network service available to 146 stations in 97 U. S. cities.

DuMont Dedicates Fla. Plant

ALLEN B. DuMONT Labs. dedicated its new Florida factory distributing branch headquarters (7000 N.E. 4th Ct., Miami) at ceremonies last Wednesday. The building contains 15,000 square feet of space to house offices, showrooms, parts and service departments.

Hotels Buy RCA Sets

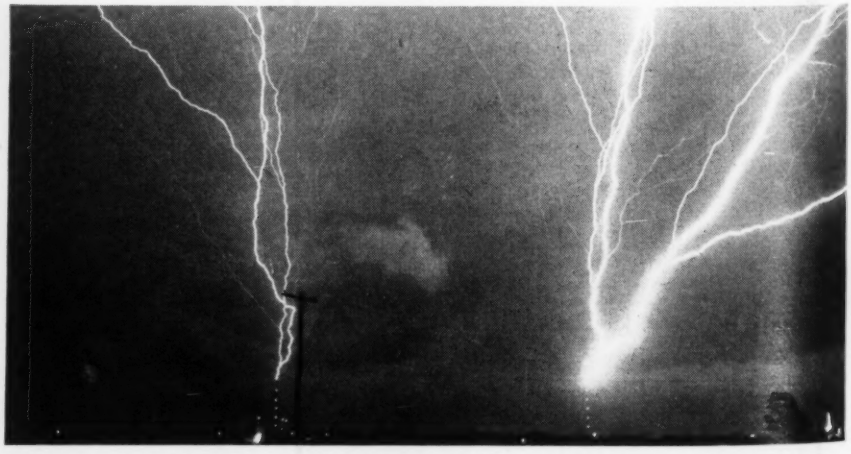
PURCHASE of 2,000 RCA Victor TV sets by the Schine Hotel chain was announced last week by Henry G. Baker, vice president in charge of the RCA Victor Division's Home Instrument Dept. The receivers are being installed in the five Schine hotels in Florida, California and New York state. The sets are both 17 in. and 21 in. models.

Manufacturing Shorts

RCA Victor Div., RCA, Camden, N. J., appoints Carson Distributors Inc. as distributor for RCA and RCA Victor products in Saginaw, Mich., area.

Cinema Engineering Co., Burbank, Calif., announces production of new variable high and low pass sound effects filter, identified as type 6517-E.

Allen B. DuMont Labs., Clifton, N. J., has issued new bulletin (No. TTD-T201) on Du-



THIS unusual photo, taken about midnight June 5, shows Oklahoma City towers of WKY (l) and KOMA. Seen from five miles away, the 900-ft.-plus towers are distinguishable only by their lights, which appear as dots at the ends of the lightning flashes.

Mont 1 k-w uhf transmitter, outlining its design and operational features, available upon request from Allen B. DuMont Labs, 1500 Main Ave., Clifton, N. J.

Tungsten & Chemical Div., Sylvania Electric Products Inc., Towanda, Pa., is distributing four-page booklet describing tungsten and chemical components for TV picture tubes.

Daven Co., Newark, N. J., announces development of new precision wire-wound resistor, type 1119, designed especially for application where high value of resistance is necessary in very small resistor size.

Stephens Mfg. Corp., Culver City, Calif., following three years of research, experimentation and field tests, has started volume production on its less-than-four-ounce Tru Sonic Wireless Microphone. No larger than pack of cigarettes, it can be completely secreted on person.

Atlas Sound Corp., Brooklyn, N. Y., announces development of new model SW-1 gyromatic swivel that is said to offer many applications in microphone positioning.

Ampex Electric Corp., Redwood City, Calif. (magnetic tape recorders), by board of directors vote at recent meeting, officially changed firm name to **Ampex Corp.**

Decade Instrument Co. announces improvements in their Decavider 100-1, precision high-speed counter for use in extending range of standard 100,000-cycle counters to 1 megacycle.

Fretco announces development of Model Screwball antenna which receives channels 2 to 83.

Radio Apparatus Corp., Indianapolis, Ind., announces production of new crystal-controlled, fixed frequency FM mobile receiver, Model FMC1-L.

Audio Devices Inc. opens additional office at 6124 Milwaukee Ave., Chicago.

Centralab, Milwaukee, is producing color code calculator covering both capacitors and resistors.

Wang Laboratories, Boston, announces development of "Confluxer" for producing constant charge pulses.

1931 1953
Twenty Two Years of Successful Selling
The Art Mosby Stations
KGVO · KANA
Missoula 5kw Day & Nite
Anaconda Butte 250 Watts
MONTANA
THE TREASURE STATE OF THE 48
Reps: GILL-PERNA
N.Y., CHI., La. & S.F.

PERSONNEL RELATIONS

PETRILLO, BACK FROM EUROPE, SEES NO AFM-AFTRA PARLEY

There are no plans now for a meeting between the American Federation of Musicians and American Federation of Television & Radio Artists—so says the AFM president at a New York news conference. The issue in dispute is dual-memberships for dual-function personnel. Then he lets loose some counter punches at AFTRA and its president, George Heller.

JAMES C. PETRILLO, president of the American Federation of Musicians (AFL), declared last week that he has "no present plans" for a meeting with the American Federation of Television & Radio Artists to resolve the dispute over dual memberships in the unions [B•T, Aug. 3].

Mr. Petrillo, at a news conference in New York last Tuesday on his return from a European business and holiday trip, said such a conference is within the province of the AFM executive board. Personally, he said, he was "shocked" by statements attributed to George Heller, executive secretary of AFTRA, which characterized the AFM as an "undemocratic" union.

'We're Democratic'

"I notice in the newspapers that they [AFTRA] have been denouncing us," Mr. Petrillo asserted. "We're the democratic union. They're the undemocratic ones. If they're so democratic why don't they elect an executive secretary the way we do? Why doesn't Mr. Heller make his salary public the way I do?"

The AFM-AFTRA dispute is over AFTRA's insistence that a musician who doubles as singer-m.c.-entertainer hold a card in that union. At the same time AFM has ordered its members not to join AFTRA. The issue came to a head last month when AFTRA ordered Ina Ray Hutton, m.c. on KTLA (TV) Los Angeles program, to join the union. Although Miss Hutton refused, citing the AFM order, AFTRA agreed to waive her membership until the expiration of her contract with KTLA [B•T, July 13].

Mr. Petrillo, who attended the International Confederation of Free Trade Unions in Stockholm during his trip, said he talked with British Musicians Union officials over the possibility of an exchange program between American and British musicians. He said there were "certain areas of agreement" and that he would report his findings to the AFM executive board.

Berkeley Article Declares Reds in Radio-TV

AN ARTICLE declaring that Communists have infiltrated radio and television appears in the August issue of *American Mercury* under the byline of Martin Berkeley, screen writer. Mr. Berkeley states that Hollywood has barred the Reds from the movie studios, but that they are "counterattacking in the allied fields" of radio and TV. The article, titled "Reds in Your Living Room," names a number of individuals associated with the industry as allegedly or one-time Communists.

AFTRA Claim Settled By Firms for $40,000

SETTLEMENT of a $60,000 claim by AFTRA against M-G-M Radio Attractions and Loew's Inc., New York, for $40,000 was made after AFTRA's national board placed M-G-M-Loew's on its unfair list July 23.

The dispute arose over sums allegedly due AFTRA members under a re-use agreement for M-G-M Attraction transcriptions over MBS and other stations. The firms have been taken off the unfair list.

SAG Bars Communists

MEMBERS of AFL Screen Actors Guild, by a 96% majority, voted adoption of a new by-law prohibiting any members of the Communist party from joining the guild. In a mail referendum, 3,769 endorsed the by-law, 152 opposed it.

WWJ
NBC AFFILIATE IN DETROIT
Owned and Operated by
THE DETROIT NEWS
NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

SWG SPEEDS UP TV WRITERS DRIVE

IN AN effort to combat the inroads of Television Writers of America and also win over Radio Writers Guild members, Screen Writers Guild has stepped up its campaign to bring live and film TV writers into the fold.

Hundreds of video writers, during the past week, have received letters which point out that in two years SWG has organized a TV group which now consists of 420 members and offers admission by television credits as well as motion pictures. The letter states that the group has its own board of 22 members with administrative powers delegated to it by the SWG executive board on which the TV writers are represented. The guild also claims bargaining contracts with 75 television producers.

SWG's Pointers

SWG also points out that it alone can give group insurance, a Federal credit union, arbitration of original material, arbitration of credits, grievance procedures to redress wrongs, arbitration of agents' disputes, arbitration for violation of contracts, and a broad program of public relations to enhance the prestige of TV writers. The arbitration procedure also is open to non-members.

NABE, CBC Sign Contract Was Effective Aug. 2

NEGOTIATIONS for a nationwide contract covering some 500 employes of Canadian Broadcasting Corp. have been concluded by the National Assn. of Broadcast Employes (CIO), George Maher, NABET national representative, announced in Chicago July 28.

The contract has been ratified by the union's membership and it was effective Aug. 2, with wage increases retroactive to April 1.

Features Noted

Among the major features are these: (1) Average increase of 13% in base wages and of 10% in monetary fringe benefits; (2) wage boost average $8 per week; (3) wage escalator was reduced from ten to six years; (4) work week is cut from 42 to 40 hours.

IATSE Asks 5% Cut Of Movies Sold to TV

DEMAND for 5% of the revenue received from theatrical motion pictures sold to television will be made for 15 Hollywood locals by IATSE when negotiations start Sept. 8 on a new working agreement with the Assn. of Motion Picture Producers.

Submitted Demands

IATSE already has submitted its formal demands which include pay increases ranging from 10 to 15% and 25 cents an hour to a pension fund. The unions are seeking a four-year agreement with provision that the contract can be reopened for negotiation on wage and working conditions after two years. Charles A. Boren, AMPP vice-president in charge of industrial relations and Roy M. Brewer, IATSE international representative, will be the principal negotiators.

Unions now receiving added money from the sale of motion pictures to television are the American Federation of Musicians and Screen Actors Guild.

IATSE Wins CBC Election

INTERNATIONAL Alliance of Theatrical Stage Employes (AFL) has won an election conducted by the Canadian Labor Board among television production workers of Canadian Broadcasting Corp., IATSE has announced.

180 Votes Cast

The announcement said that of the 180 votes cast in the election on July 23, 24 and 27, IATSE received 137 and the National Assn. of Broadcast Employes (CIO), 43. The balloting was conducted among employes at CBC's television stations in Toronto, Montreal and Ottawa, IATSE said, and covered such categories as casting clerks, floor managers, film cameramen, film editors, film librarians, makeup artists and others.

WROK's Employes Plan

AN EMPLOYES benefit plan has been installed at WROK Rockford, Ill., K. Kenneth Todd, publisher of the Rockford *Register-Republic* and *Morning Star*, has announced. The program covers employes of the station and the two newspapers.

the GATES Announco-mote
Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.
Price $135.00. For immediate delivery.
GATES RADIO COMPANY · Quincy, Ill., U. S. A.
Manufacturing Engineers Since 1922

TRIBUTE is paid to Gilbert Brooks (l), news director of WKNA Charleston, W. Va., for aid to Disabled American Veterans. Engraved bronze plaque, an "Outstanding Citizen Award," is presented by Paul D. Schwesig, vice commander of South Charleston Chapter 28 of DAV.

NBC-N.U. Scholarship Radio-TV Awards Made

SCHOLARSHIPS were awarded to two students at the closing banquet of the annual NBC-Northwestern U. Summer Radio & Television Institute in Chicago. Jerome Fallon, head of the radio-TV department at the U. of Notre Dame, South Bend, Ind., won the television award, and Juanita Rucker, manager of the FM educational outlet for the public schools of Newcastle, Ind., won the radio award. Harry C. Kopf, NBC vice president and general manager of WMAQ and WNBQ (TV) Chicago, made the presentations July 30.

Christopher Awards

WINNERS OF 10 Christopher awards in radio and television for the second quarter of 1953 were announced last week by the Rev. James Keller, director of the Christophers. They are:

Maurice Evans, Albert McCleery, Mildred F. Alberg and Tom Hughes Sand, producer, director and the adaptors respectively of "Hamlet" on NBC-TV April 26; Leland Hayward, Frederick Lewis Allen and Clark Jones, producer, writer and director respectively of *The American Road* on CBS-TV and NBC-TV June 15 as part of the 50th anniversary Ford Motor Co. program.

Kenneth Webb and David Victor, director and writer respectively of *The Iron Mortar* show on CBS Radio June 14, and Paul Harvey, for his June 17 broadcast on education on ABC radio.

Blakeslee Award Announced

SECOND annual Howard L. Blakeslee Award of $1,000 for outstanding scientific reporting in the fields of heart and blood vessels disease has been announced by the American Heart Assn. The award will be presented to any individual whose effort appeared during 1953 on radio or television or in a newspaper, magazine or book. The 1952 winner was Wade Arnold, executive producer of NBC, for the documentary radio program, *Only One to a Customer*.

GE Sets Amateur Honor For Best Public Service

GENERAL ELECTRIC now is accepting nominations for the 1953 Edison Radio Amateur Award, J. Milton Lang, general manager of the Tube Dept., has announced. The honor goes to a ham operator who performs the outstanding public service during the year. Judges for the event will be E. Roland Harriman, American Red Cross president; Comr. George E. Sterling, FCC; Goodwin L. Dosland, president, American Radio Relay League, and Gardner Cowles, president and editor, *Look* magazine.

WGAR Wins Legion Praise For Aid in Flag Sales

PROGRAM director Reg Merridew of WGAR Cleveland has accepted on behalf of the station an award from the 13th Ohio district of the American Legion in recognition of the station's efforts to get Cleveland householders to buy American flags to display on holidays. More than 2,500 flags were sold by the American Legion in response to WGAR's on-the-air campaign.

Outdoor Award for DuMont

DuMONT Television Network was presented with a silver plaque last Wednesday by the National Assn. of Amusement Parks, Pools & Beaches for its "magnificent contribution" to the outdoor amusement industry typified by DuMont's *Strawhatters* show (Wed., 8:30-9:30 p.m. EDT). The plaque was accepted on behalf of DuMont by Johnny Olsen, m.c. of the show.

VFW Auxiliary Citations

VETERANS of Foreign Wars Ladies Auxiliary last Wednesday announced awards, for "their wonderful promotion and close cooperation with the community in airing *The American Trail*," radio historical series produced for the women's patriotic group, to WTOP Washington, KFRE Fresno, Calif., and WMOA Marietta, Ohio.

Raytheon Wins Hearing Award

RAYTHEON MFG. Co., Waltham, Mass., last week was presented the 1953 engineering award of the Society of Hearing Aid Audiologists in recognition of the company's "outstanding achievement in transistor design and production."

Murphy Gets Police Ribbon

ADRIAN MURPHY, president of CBS Radio, last week received the Ribbon of Honor of the Police Conference of the State of New York for "outstanding contribution to a finer understanding of the police and police methods." The award was made on CBS Radio's *21st Precinct* series (Tues., 9:30-10 p.m., EDT).

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53. Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/1/53, NBC, Raymer.
Yuma, **KIVA-TV** (11), 3/25/53-Aug. 53.

Being at the

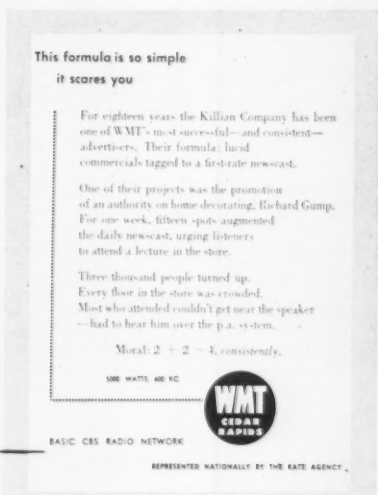
right place at the right time sells time

William B. Quarton, General Manager, WMT, Cedar Rapids, Iowa, says:

"To me, being in STANDARD RATE is being at the right place at the right time. That's why WMT is one of your oldest and most consistent advertisers."

8 ways a Service-Ad in SRDS helps sell time

1 It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2 It helps *unknown* prospects to decide to call in your representatives.
3 It goes to agency-client conferences.
4 It remains instantly accessible to the SRDS user who is working nights or weekends.
5 It provides liftable material for inclusion in media proposals.
6 It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast*.
7 It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then*.
8 It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.


This formula is so simple
it scares you
For eighteen years the Killian Company has been one of WMT's most successful—and consistent—advertisers. Their formula: lucid commercials tagged to a first-rate newscast.
One of their projects was the promotion of an authority on home decorating, Richard Gump. For one week, fifteen spots augmented the daily newscast, urging listeners to attend a lecture in the store.
Three thousand people turned up. Every floor in the store was crowded. Most who attended couldn't get near the speaker—had to hear him over the p.a. system.
Moral: 2 + 2 = 4, consistently.
5000 WATTS, 600 KC
WMT
CEDAR RAPIDS
BASIC CBS RADIO NETWORK
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

SRDS

Standard Rate & Data Service, Inc.
The National Authority Serving the Media-buying Function
Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill.
Sales & Service Offices: New York • Chicago • Los Angeles

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53 [CP stayed].
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Bakersfield, **KAFY-TV** (29), 12/23/52-8/1/53—ABC, DuM, Forjoe (N. Y.), Cal-Central Network.
Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, NBC, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO** (TV) (47), 4/9/53-10/1/53.
Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.
Los Angeles, **KETH (TV)** (*28), 8/28/52-July '53.
Monterey, **KMBY-TV** (8), 2/19/53—Unknown (share time with KSBW-TV Salinas).
Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.
Sacramento, **Cal-Tel Co.** (40), 7/16/53-12/1/53.
Salinas, **KSBW-TV** (8), 2/19/53—Unknown (share time with KMBY-TV Monterey).
Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.
San Bernardino, **KITO-TV** (18), 11/6/52-August, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **Bay Area Educ. TV Assn.** (*9), 7/24/53-10/1/53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-9/30/53.
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53—Fall '53, Perry Assoc.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53-9/7/53, CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-8/30/53—Young.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/1/53, Weed TV.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Macon, **WETV (TV)** (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KTOO (TV)** (2), 5/14/53—Unknown.
Boise, **KTVI (TV)** (9), 1/15/53—Fall '53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT** (TV) (8), 2/26/53—1954, ABC.
Meridian-Boise,, **KTOO (TV)** (2), 5/14/53—Unknown.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI (TV)** (54), 11/20/53-Aug. '53, DuM, Weed TV.
Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-9/1/53, Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP (TV)** (17), 11/20/52-8/15/53—ABC, DuM, Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-9/1/53, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53.
Springfield, **WICS (TV)** (20), 2/26/53-9/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC, Raymer.
Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.
Des Moines, **KGTV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD (TV)** (16), 2/18/53-8/22/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.
Henderson, **WEHT (TV)** (50), 11/20/52-10/1/53—Meeker.
Louisville, **WKLO-TV** (21), 11/26/53—Early Aug. '53, ABC.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.
Lake Charles, **KTAG (TV)** (25), 12/18/52-8/15/53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/24/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-Aug. '53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO (TV)** (20), 2/26/53—Unknown.
New Orleans, **WCKG** (TV) (26), 4/2/53—Late Winter '53, Gill-Perna.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WPMT (TV)** (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH (TV)** (36), 1/23/53—Fall '53.
Worcester, **WWOR-TV** (14), 6/18/53-12/15/53—Raymer.
Worcester, **WAAB-TV** (20), Initial Decision 7/15/53.

MICHIGAN

Battle Creek, **WBCK-TV** (58), 11/20/52-8/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53—Nov. '53.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV (TV)** (28), 7/11/52-9/1/53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

MINNESOTA

Austin, **KMMT (TV)** (6), 3/26/53-8/17/53—ABC, CBS, DuM, Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul **WMIN-TV** (11), 4/16/53-9/1/53—ABC, Taylor (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '53—ABC, Weed TV.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-8/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, Katz.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

Barr Building . Washington 6, D. C., ST. 3-7654

Lincoln Building . New York 17, N. Y., MU. 7-4242

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

St. Joseph, KFEQ-TV (2), 10/16/52-Early Sept. '53—CBS, DuM, Headley-Reed.
St. Louis, KETC (TV) (*9), 5/7/53—Unknown.
St. Louis, KSTM-TV (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), 2/26/53-1/1/54.
Springfield, KYTV (TV) (3), 1/8/53-9/15/53, ABC, NBC, Hollingbery.

MONTANA

Billings, KOOK-TV (2), 2/5/53—Unknown.
Billings, KRHT (TV) (8), 1/15/53—Late Summer, Early Fall '53.
Butte, KOPR-TV (4), 1/15/53-8/15/53—ABC, Hollingbery.
Butte, KXLF-TV (6), 2/26/53-8/15/53, Walker.
Great Falls, KFBB-TV (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, KMON-TV (3), 4/9/52—Unknown, Hollingbery.
Missoula, KGVO-TV (13), 3/11/53—Spring '54, Gill-Perna.

NEBRASKA

Kearney, KHOL (TV) (13), 7/22/53—Unknown.

NEVADA

Reno, KZTV (TV) (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53—Unknown.
Mt. Washington, WMTW (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, WRTV (TV) (58), 10/2/52—Late '53.
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, WTTM (TV) (41), 7/16/53—Unkown.

NEW MEXICO

Albuquerque, KGGM-TV (13), 3/11/53-11/1/53 — CBS, Weed-TV.
Albuquerque, KOAT-TV (7), 6/18/53—Unknown.
Clovis, KNEH (TV) (12), 3/4/53—Unknown.
Sante Fe, KTVK (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, WROW-TV (41), 4/16/53—Oct. '53, ABC.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, WBES-TV (59), 12/23/52-9/7/53.
Buffalo, WBUF-TV (17), 12/18/52-8/20/53—ABC, DuM, H-R Television.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Elmira, WECT (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, WHCU-TV (20), 1/8/53-11/15/53.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, WKNY-TV (66), 1/23/53—Unknown, NBC, Meeker.
New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, WEOK-TV (21), 11/26/52—Dec. '53.
Rochester, WHEC-TV (10), 3/11/53—Unknown (share time with WVET-TV).
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WVET-TV (10), 3/11/53—Unknown (share time with WHEC-TV).
Rochester, Star Bcstg. Co. (15), 6/10/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Schenectady, WTRI (TV) (35), 6/11/53—Unknown.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, WFRB (TV) (19), 7/1/53—Unknown.
Watertown, WWNY-TV (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Charlotte, WAYS-TV (36), 2/26/53-9/1/53—Bolling.
Durham, WCIG-TV (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, WCOG-TV (57), 11/20/52-9/1/53—CBS.
Greenville, WNCT (TV) (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, WHKP-TV (27), 3/11/53—Early '54.
Mount Airy, WPAQ-TV (55), 3/11/53—Fall '53.
Winston-Salem, WTOB-TV (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.
Winston-Salem, WSJS-TV (12), 7/8/53-Oct. '53—NBC, Headley-Reed.

NORTH DAKOTA

Bismarck, KBSM (TV) (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, KFYR-TV (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, KNDX (TV) (10), 2/11/53—Late Summer, Early Fall '53.

OHIO

Ashtabula, WICA-TV (15), 2/5/53-8/15/53—Gill-Perna.
Cincinnati, WCIN-TV (54), 5/14/53—Unknown.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Dayton, WIFE (TV) (22), 11/26/52-8/15/53, Headley-Reed.
Lima, WIMA-TV (35), 12/4/52—Late '53, Weed TV.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Massillon, WMAC-TV (23), 9/4/52—Summer '53.
Portsmouth, Woodruff Inc. (30), Initial Decision 6/8/53.
Sandusky, WLEC-TV (42), 1/23/53-12/1/53.
Youngstown, WUTV (TV) (21), 9/25/52—Aug. '53.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, KLPR-TV (19), 2/11/53—Sept. '53, ABC, DuMont, Bolling.
Oklahoma City, KTVQ (TV) (25), 2/11/53-9/25/53, H-R Television.
Oklahoma City, KWTV (TV) (9), 7/22/53—Late '53, CBS.
Tulsa, KCEB (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, Eugene TV Co. (13), 5/14/53—Oct. '53, Hollingbery.
Portland, KOIN-TV (6), 7/16/53—Fall '53, CBS.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Salem, KPIC (TV) (24), 1/29/53—Oct. '53.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, Queen City TV Co. (39), Initial Decision 7/22/53.
Chambersburg, WCHA-TV (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, WGLV (TV) (57), 12/18/52-8/14/53—ABC, DuM, Headley-Reed.
Harrisburg, WTPA (TV) (71), 12/31/52-7/15/53—Headley-Reed.
Harrisburg, WCMB-TV (27), 7/24/53-12/15/53—Cooke.
Hazelton, WAZL-TV (*63), 12/18/52—Unknown, Meeker.
Johnstown, WARD-TV (56), 11/20/52—Unknown, Weed TV.
Lancaster, WWLA (TV) (21), 5/7/53—Fall '53.
Lebanon, WLBR-TV (15), 6/26/53—Nov. '53.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, WENS (TV) (16), 12/23/52-Late Aug., '53, ABC, CBS, Petry.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.
Wilkes-Barre, WILK-TV (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, WNOW-TV (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.

SOUTH CAROLINA

Camden, WACA-TV (14), 6/3/53-11/1/53.
Columbia, WNOK-TV (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Columbia, WIS-TV (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
Johnson City, WJHL-TV (11), 1/29/53-8/15/53, Pearson.
Knoxville, WCEE-TV (26), 3/26/53—Unknown.
Knoxville, WROL-TV (48), 7/31/53—Unknown.
Memphis, WHBQ-TV (13), 1/29/53-9/15/53—Blair TV.

TEXAS

Abilene, KRBC-TV (9), 4/16/53-8/16/53, Pearson.
Beaumont, KBMT (TV) (31), 12/4/52—Summer '53, Taylor.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Dallas, KLIF-TV (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.
Galveston, KTVR (TV) (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, KGBS-TV (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, KNUZ-TV (39), 1/8/53-9/15/53—Forjoe.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Longview, KTVE (TV) (32), 2/5/53-Aug. '53—Forjoe.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, Marshall TV Corp. (16), 6/25/53—Unknown.
Midland, KMID-TV (2), 7/1/53-11/1/53.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
Sherman, KSHM (TV) (46), 3/4/53—Late Summer '53.
Temple, KCEN-TV (6), 1/29/53-10/1/53—NBC.
Texarkana, KCMC-TV (6), 2/5/53-8/16/53, ABC, Taylor.
Tyler, KETX (TV) (19), 1/29/53-8/30/53.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Waco, KANG-TV (34), 11/13/52-8/15/53—ABC, Pearson.
Weslaco, KRGV-TV (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.

Information in following order: Location, call letters, channel, date granted, starting target date, nework and representative

UTAH

Salt Lake City, KUTV (TV) (2), 3/26/53-10/1/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, WCHV-TV (64), 1/29/53-9/1/53—Walker.
Danville, WBTM-TV (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, WVEC-TV (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, WSVA-TV (3), 3/11/53-9/1/53 — NBC, Devney.
Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cooke.
Newport News, WACH (TV) (33), 2/5/53—Summer '53.
Norfolk, WTOV-TV (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), Initial Decision 6/18/53.
Yakima, KIT-TV (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, Appalachian TV Corp. (21), 6/25/53—Unknown.
Charleston, WKNA-TV (49), 3/4/53-9/1/53—ABC, Weed TV.
Fairmont, WVVW-TV (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, WTAP (TV) (15), 2/11/53-9/21/53.
Wheeling, WLTV (TV) (51), 2/11/53—Oct. '53.
Wheeling, WTRF-TV (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, WBBJ (TV) (57), 2/11/53-Sept. '53, Clark.
Eau Claire, WEAU-TV (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, WCAN-TV (25), 2/5/53-9/1/53—Taylor.
Milwaukee, WOKY-TV (19), 6/3/53-9/15/53, H-R Television.
Neenah, WNAM-TV (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

KVOS-TV CHANNEL 12

Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

KPQ 5000 WATTS 560 K C

ABC Network

Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

Represented by Robert Meeker Assoc., Inc.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALASKA

Fairbanks, Kiggins & Rollins (2), 7/1/53-Dec. '53.

HAWAII

Honolulu, KABS (TV) (4), 5/14/53—Unknown.

PUERTO RICO

San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American.
San Juan, WAPA-TV (4), Initial Decision 7/10/53.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

Correction

TITLES of two tables were transposed inadvertently in B•T's Aug. 3 coverage of the Publishers Information Bureau's radio-TV network spending figures. The tables are reprinted here with correct headings.

NETWORK RADIO, JUNE AND JAN.-JUNE

	JUNE 1953	JUNE 1952	JAN.-JUNE 1953	JAN.-JUNE 1952
ABC	$2,110,958	$3,001,314	$15,353,074	$19,403,716
CBS	5,220,143	4,629,254	31,281,720	29,640,429
MBS	1,807,206	1,632,977	11,174,831	10,262,680
NBC	3,979,471	3,708,014	24,732,789	24,183,934
Total	$13,117,778	$12,971,559	$82,542,414	$83,490,759

NETWORK TELEVISION, JUNE AND JAN.-JUNE

	JUNE 1953	JUNE 1952	JAN.-JUNE 1953	JAN.-JUNE 1952
ABC	$1,597,253	$1,279,985	$ 9,866,205	$10,717,768
CBS	7,399,078	5,385,820	44,205,527	32,451,094
DuMont	803,848	749,497	5,388,066	4,489,771
NBC	7,249,395	5,794,534	45,044,048	40,957,481
Total	$17,049,574	$13,209,836	$104,503,846	$88,616,114

Jack Willman

NOW
8:30 — 9:55 A. M.
3.7
***PULSERATING**

*Pulse of New Orleans (May—June '53)
8:30 — 9:30 A. M.

Jack Willman says . . .

"Thanks for being patient, you folks who have been waitin' to get on "Morning Spirituals". I'm now on from 8:30 to 9:55 A. M. so that you now have the opportunity of joining good company with Carnation Milk, Gold Medal Flour, Bond Bread, Coca Cola, Zodiac Coffee, Soproco, Breast-O-Chicken Tuna and 7-Up."

This is one of many "good buys" to sell the Greater New Orleans Negro Market on New Orleans' top rated Independent Station . . . the only station programming 100% to the Negro Market . . . the only station with an all-colored programming staff.

600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
Gill-Perna, Inc.—Nat'l Rep.

ACTIONS OF FCC

July 30 through Aug. 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,451	549	101
CPs on air	15	29	†123
Total on air	2,466	578	†224
CPs not on air	122	21	284
Total authorized	2,588	601	508
Applications in hearing‡	81	1	108
New station requests	251	8	524
Facilities change requests	183	33	19
Total applications pending	899	84	641
Licenses deleted in July	1	‡12	0
CPs deleted in July	2	1	3

***Does not include noncommercial educational FM and TV stations.**
†Authorized to operate commercially.
‡Includes 4 not reported in Sept., 1952.
‡As of June 30.

* * *

AM and FM Summary through Aug. 5

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,470	2,451	147	251	84
FM	576	547	55	8	1

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	152	256	408
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	154	46	200
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	815	337	643	511	1,133
Educational	48		25	23	48
Total	857	337	663	533	2,003

[1] Nine CPs (2 vhf, 7 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 422 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures are proposed [B•T, July 20].

New TV Stations . . .

ACTIONS BY FCC

Anchorage, Alaska—Kiggins & Rollins, granted vhf Ch. 2 (54-60 mc); ERP 13.8 kw visual, 8.32 kw aural; antenna height above average terrain 130 ft., above ground 150 ft. Estimated construction cost $104,000.00, first year operating cost $250,000.00, revenue $300,000.00. Post office address 841 Turquoise St., San Diego. Studio and transmitter location 3rd and F Sts., Anchorage. Geographic coordinates 61° 13′ 8″ N. Lat., 149° 53′ 45″ W. Long. Transmitter composite, antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer James G. Duncan, San Diego. Principals include equal partners **Keith Kiggins**, former ABC vice president, and **Richard R. Rollins**, realtor and former minority stockholder, KIOA Des Moines. Granted July 29.

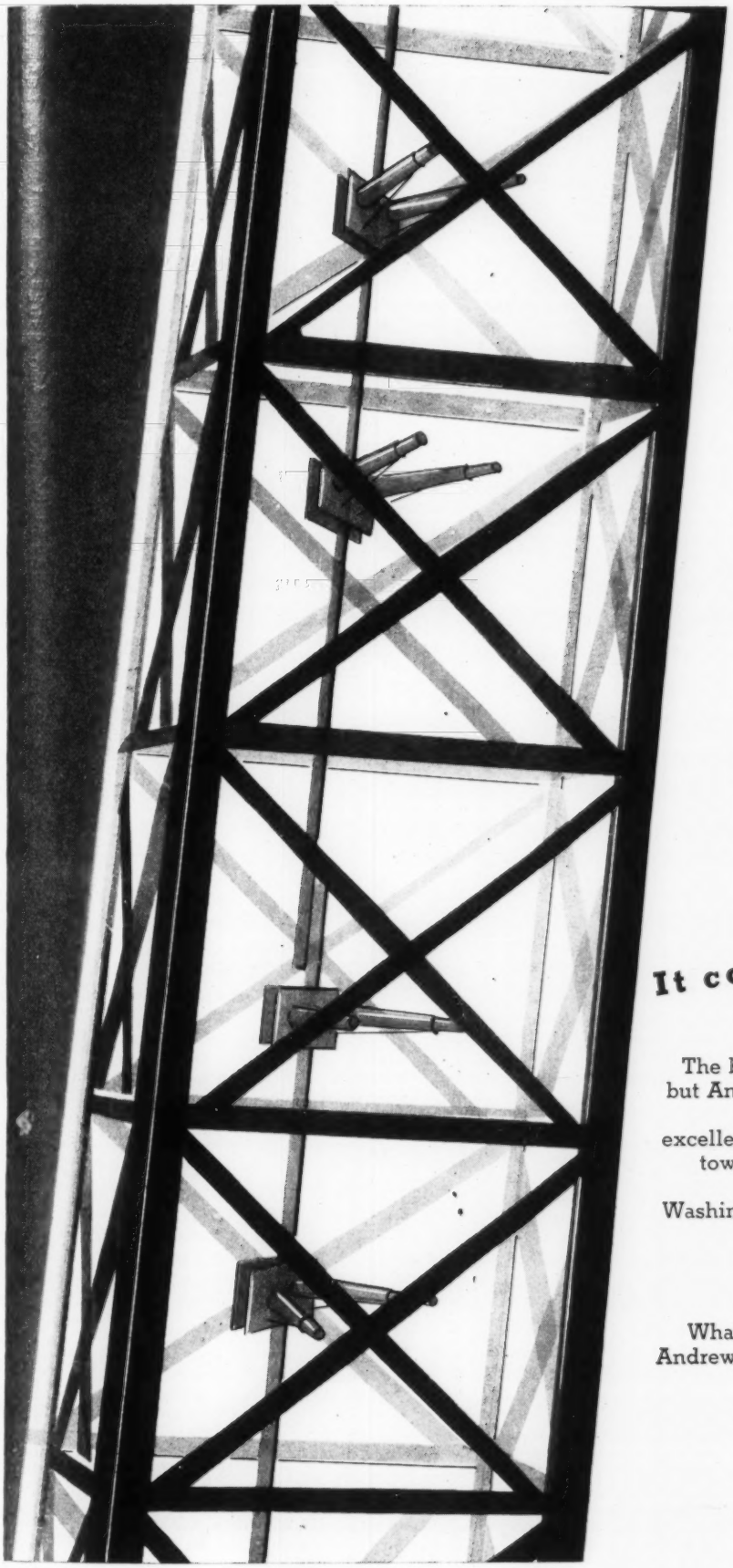
Anchorage, Alaska—Northern TV Inc., granted vhf Ch. 11 (198-204 mc); ERP 3.24 kw visual, 1.62 kw aural; antenna height above average terrain 130 ft., above ground 230 ft. Estimated construction cost $112,310, first year operating cost $108,000, revenue $120,000. Post office address 111 F St., Anchorage. Studio and transmitter location Denali St. and E. 4th Ave., Anchorage. Geographic coordinates 61° 11′ 49″ N. Lat., 149° 52′ 33″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer Jack M. Walden, Anchorage. Principals include President **A. G. Hiebert** (27.6%), minority stockholder and director of KABI Ketchikan, KFAR Fairbanks, KENI Anchorage and KJNO Juneau; **Jack M. Walden** (6.7%), chief engineer of KENI and minority stockholder in KENI and KFAR, and 22 local minority stockholders. This was first Alaska TV bid. Granted July 29.

Cedar Rapids, Iowa—Cedar Rapids Television Corp., granted uhf Ch. 20 (506-512 mc); ERP 18.2 kw visual, 9.7 kw aural; antenna height above average terrain 500 ft., above ground 490 ft. Estimated construction cost $245,495, first year operating cost $150,000, revenue $150,000. Post office address % George Becker, 270 Park Ave., New York. Studio location to be determined at Cedar Rapids. Transmitter location State Rt. 150, 3 mi. N of city limits. Geographic coordinates 42° 2′ 18″ N. Lat., 91° 40′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer McIntosh & Inglis, Washington. Principals include President **William Zeckendorf** (68%), president-chairman and principal owner of Webb & Knapp Inc., New York real estate and construction firm, and former director of ABC; Vice President **Robert P. McDeVitt**, partner in Pendray & Co., New York advertising and public relations firm; Secretary-Treasurer **George Becker** (28%), New York attorney; **Norman E. Blankman** (2%), New York realtor; and **Herbert C. Rosenthal** (2%), 60% owner Graphic Institute, New York. Minority local ownership proposed. Same group also filed for LaCrosse, Wis. Granted July 29.

Portland, Me. — Congress Square Hotel Co. (WCSH), granted vhf Ch. 6 (82-88 mc); ERP 185 kw visual, 105 kw aural; antenna height above average terrain 430 ft., above ground 380 ft. Estimated construction cost $375,800, first year operating cost $220,560, revenue $170,000. Post office address: 157 High Street, Portland 3, Maine. Transmitter location: Blackstrap Road, Talmouth Twp. Geographic coordinates 43° 45′ 45″ N. Lat., 70° 19′ 30″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Adeline B. Rines**, trustee of the estate of Henry P. Rines, owns 5,176 or 5,179 issued common shares of stock of Congress Square Hotel Co., which operates WCSH Portland, 98% of WRDO Augusta, Maine, and WLZB Bangor, Maine; Vice President **Kenneth M. Peterson**, also vice president of Congress Square Hotel Co.; **William H. Rines**, managing director WCSH; Treasurer **Bessie M. Blake**, stockholder in Congress Square Hotel Co. Granted July 29.

Brockton, Mass.—Trans-American Television, granted uhf Ch. 62 (758-764 mc); ERP 195 kw visual, 105 kw aural; antenna height above average terrain 430 ft., above ground 458 ft. Estimated construction cost $311,015.85, first year operating cost $232,000, revenue $221,416. Post office address 275 Washington St., Boston. Studio location to be determined. Transmitter location on Route 18, 0.16 miles N of Highland St., East Bridgewater. Geographic coordinates 42° 03′ 16″ N. Lat., 70° 57′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel Leo Resnick, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Principals include President-Treasurer **Harry E. Franks** (33⅓%); Directors **Morton M. Goldfine** and **William B. Lamprey**, part owners of WESX Salem, Mass. Granted July 29.

Wilmington, N. C.—WMFD-TV Inc. (WMFD), granted vhf Ch. 6 (82-88 mc); ERP 53.7 kw visual, 26.9 kw aural; antenna height above average terrain 351 ft., above ground 350 ft. Estimated construction cost $234,827, first year operating cost $161,568, revenue $175,000. Post office address: Radio Bldg., Wilmington. Studio location: 225-223 Princess Radio Bldg. Transmitter location: New River Road. Geographic coordinates 34° 13′ 31″ N. Lat., 77° 59′ 17″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer A. D. Ring Co., Washington. Principals include President and Treasurer **R. A. Dunlea** (33⅓%), licensee and operator of WMFD-AM-FM Wilmington; Vice President **D. D. Cameron** (33⅓%), ⅓ owner of the MacMillan and Cameron Co., home and auto supplier; Secretary **R. A. Dunlea Jr.**, and **Louise G. Dunlea** (33⅓%). Granted July 29.



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Greenville, S. C.—Carolina TV Inc., granted vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 1,180 ft., above ground 604 ft. Estimated construction cost $439,900, first year operating cost $235,000, revenue $208,000. Post office address: Box 120, Greenville. Studio location: 300 N. Main St. Transmitter location: Paris Mt. Geographic coordinates 34° 54' 53" N. Lat., 82° 23' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Neville Miller, Washington. Consulting engineer Millard Garrison, Washington. Carolina TV Inc. receives CP upon withdrawal of the competitive applications of the Greenville News-Piedmont Co. (WFBC) and Textile Bcstg. Co. (WMRC). Both of the latter, according to a merger proposal, will acquire part interests in Carolina Television Inc. The grantee is to be reorganized under the name of WMRC Inc. and one of the two AM stations is to be disposed of in a manner as yet undecided. Capitalization of the firm is to be enlarged to $1 million under the merger plan. President **Alester G. Furman Jr.** and his present Carolina Television associates will have 22% interest in WMRC-TV Inc., while the remaining 78% will be divided equally between the WFBC and WMRC stockholder groups. Granted July 29.

Spartanburg, S. C.—Sterling Telecasting Co., granted uhf Ch. 17 (488-494 mc); ERP 105 kw visual, 57.5 kw aural; antenna height above average terrain 600 ft., above ground 558 ft. Estimated construction cost $220,531, first year operating cost $154,800, revenue $184,792. Post office address 124½ East Main St. Studio location corner of Magnolia and St. John Sts. Transmitter location 0.45 mi. NE of Lyman, S. C., on Hwy. 29. Geographic coordinates 34° 57' 10" N. Lat., 82° 06' 54" W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden, Cragun & Barker, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **Sterling W. Wright** (17.37%), Vice President, Secretary and Treasurer **Robert M. Carlisle** (2.61%); and **Fred W. Symmes** (17.37%), who holds interests in WBCU Union City and WMRC Greenville. Granted July 29.

Nashville, Tenn.—WSIX Broadcasting Station (WSIX), granted vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 870 ft., above ground 440 ft. Estimated construction cost $595,870, first year operating cost $500,000, revenue $500,000. Post office address: Louis R. Draughon, Nashville Trust Bldg., Nashville. Studio location: Nashville Trust Bldg. Transmitter location: 8 mi. S of Nashville. Geographic coordinates 36° 02' 49" N. Lat., 86° 49' 47" W. Long. Transmitter and antenna GE. Legal counsel Stephen Tuhy Jr. and Dempsey & Koplovitz, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is owned by **Louis R. Draughon.** Former competitor WMAK there acquires option for 25% interest. Granted July 29.

APPLICATIONS

Bangor, Me. — Murray Carpenter, vhf Ch. 13 (210-216 mc); ERP 114 kw visual, 68.3 kw aural; antenna height above average terrain 470 ft., above ground 173 ft. Estimated construction cost $80,000, first year operating cost $250,000, revenue $300,000. Post office address 35 Howard St., Bangor. Studio location to be determined. Transmitter location 2.6 miles S of Gray Village. Geographic coordinates 43° 50' 56" N. Lat., 70° 20' 29" W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George C. Davis, Washington. Mr. Carpenter is president and 20% stockholder of WPOR Portland; treasurer and 50% stockholder WABI and WABI-TV Bangor, Me. He has applied to the FCC for permission to sell these interests. Filed July 31.

Grand Forks, N. D.—Grand Forks Bcstg. Co., vhf Ch. 10 (192-198 mc); ERP 12.3 kw visual, 6.16 kw aural; antenna height above average terrain 313 ft., above ground 337 ft. Estimated construction cost $122,138, first year operating cost $180,000, revenue $190,000. Post office address % N. L. Bentson, 538 Hamm Bldg., St. Paul, Minn. Studio location to be determined. Transmitter location 0.5 miles E of U. S. Hwy. 2 on County Road 36. Geographic coordinates 47° 55' 10" N. Lat., 96° 59' 06" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **Edmond R. Rubin** (33⅓%), theatre operator, secretary and ⅓ owner of KELO Sioux Falls, S. D., permittee for new TV station at Sioux Falls; Vice President **Joseph L. Floyd** (33⅓%), motion picture and drive-in theatre operator and president and 13% owner of KELO and ⅓ owner WMIN Bcstg. Co. (WMIN-AM-FM) St. Paul, Minn., permittee for new TV station at St. Paul. The stock will be voted by proxy given to N. L. Bentson, president of WMIN. Filed July 31.

Big Spring, Tex.—Big Spring Bcstg. Co. (KBST), vhf Ch. 4 (66-72 mc); ERP 1.26 kw visual, 0.764 kw aural; antenna height above average terrain 328 ft., above ground 440 ft. Estimated construction cost $129,707.60, first year operating cost $144,000, revenue $150,000. Post office address P. O. Box 1632, Big Spring. Studio and transmitter location 600 Kentucky Way, Big Spring. Geographic coordinates 32° 15' 16" N. Lat., 101° 26' 44" W. Long. Transmitter and antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **William J. Wallace** (40%); Vice President **Howard Barrett** (20%), general manager and 8% stockholder of KRBC Abilene, Tex.; Secretary-Treasurer **Lewis O. Seibert** (20%), owner of KGKL San Angelo, secretary-treasurer and 45% stockholder KPLT Paris, Tex. Filed Aug. 3.

Big Spring, Tex.—V. T. Anderson, E. W. Anderson and Paul J. Bleakley d/b as Big State Telecasting Co., vhf Ch. 4 (66-72 mc); ERP 8.5 kw visual, 4.25 kw aural; antenna height above average terrain 350 ft., above ground 333 ft. Estimated construction cost $156,030, first year operating cost $72,000, revenue $78,000. Post office address P. O. Box 907, Big Spring. Studio and transmitter location City Park, Big Spring. Geographic coordinates 32° 13' 17" N. Lat., 101° 28' 42" W. Long. Transmitter and antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer, Vandivere, Cohen & Wearn, Washington. Principals in partnership include **V. T. Anderson** and **E. W. Anderson** (50%) and **Paul J. Bleakely** (50%). V. T. Anderson is president and 42.5% stockholder in KTXC Big Spring and his brother E. W. Anderson is vice president and 41.5% stockholder in KTXC. Mr. Bleakely is local rancher and dealer in road machinery and equipment. Filed Aug. 4.

Houston, Tex.—TV Bcstg. Co. of Houston, vhf Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 723 ft., above ground 750 ft. Estimated construction cost $1,491,000, first year operating cost $900,000, revenue $1,000,000. Post office address P. O. Box 2161, Houston. Studio and transmitter location 2400 Yorktown Road, Houston. Geographic coordinates 29° 44' 29" N. Lat., 95° 28' 19.5" W. Long. Transmitter and antenna RCA. Legal counsel John E. Stephen, Houston. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President **Roy Hofheinz** (50%), mayor of Houston, owner of KTHT Houston, KSOX Harlingen, Tex., and 49% owner of WILD Birmingham, Ala.; Vice President **Floyd L. Karsten** (5.0%), oil production; Vice President **Corbin J. Robertson** (5.0%), oil production; Vice President **Robert David Strauss** (5.0%), real estate and banking; Secretary **Phillip R. Neuhaus**; Treasurer **Frank W. Michaux** (5.0%), oil production. Mr. Hofheinz has sold KSOX and KTHT interess pending FCC approval. Filed Aug. 4.

Portsmouth, Va. — Portsmouth Radio Corp. (WSAP), vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 189.6 kw aural; antenna height above average terrain 1,000 ft., above ground 1,026 ft. Estimated construction cost $685,656, first year operating cost $700,000, revenue $700,000. Post office address 205 Professional Bldg., Portsmouth. Studio location to be determined. Transmitter location Kings Hwy., Drivers, Va. Geographic coordinates 36° 49' 13" N. Lat., 76° 20' 25" W. Long. Transmitter and antenna RCA. Legal counsel **Arnold, Fortas & Porter,** Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **J. Duke Jr.** (5.4%), member of board of trustees of Endoment Assn. of College of William & Mary. Vice President **George T. McLean** (5.4%), auto dealer, real estate, and building contractor. Secretary - Treasurer **Henry Clay Hofheimer** (14.7%), **real estate and construction.** There are 23 other stockholders of local professional and business men. Filed Aug. 3.

APPLICATIONS AMENDED

Little Rock, Ark.—Arkansas TV Co. amends application for new TV station from vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural and antenna height above average terrain 1530 ft. to vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural and antenna height above average terrain 1736 ft. Filed June 19.

Shreveport, La.—Southland TV Co. amends application for new TV station on vhf Ch. 12 to specify studio location as Linwood Ave. and Kirby St., Shreveport. Filed July 8.

Menominee, Mich. — Green Bay Bcstg. Co. (WDUZ Green Bay, Wis., and WMAW Menominee) amends application for new TV station on vhf Ch. 11 to delete stockholders I. S. Kramlich (32%) and C. L. Kramlich (32%) and to add Secretary Harold R. Murphy (19%), 46% owner of WIGM Medford, Wis.; Vice President Edward Shons (19%) and Treasurer William E. Shons (19%), minority stockholders of KLIL Estherville, Iowa, and WKAI Macomb, Ill. Filed June 12.

Canton, Ohio—Brush-Moore Newspapers Inc. amends application for new TV station on uhf Ch. 29 to specify G. Gordon Strong as vice president and William H. Vodrey Jr. as assistant secretary. Filed July 15.

Knoxville, Tenn.—WKGN Inc. amends application for new TV station on vhf Ch. 6 to specify Frank A. Tucker as treasurer and delete H. C. McCrary Jr. (7.69%). Clarence Beaman retains title as president. Filed July 10.

Existing TV Stations . . .

ACTIONS BY FCC

KUSC-TV Los Angeles, Calif.—U. of S. Calif. Allan Hancock Foundation granted STA to operate noncommercially on educational Ch. 28 for the period ending Jan. 24, 1954. Granted July 30; announced Aug. 4.

WATR-TV Waterbury, Conn. — WATR Inc. granted STA to operate commercially on uhf Ch. 33 for the period ending Dec. 29. Granted July 28; announced Aug. 4.

WJHP-TV Jacksonville, Fla.—The Jacksonville Journal Co. granted modification of CP for uhf Ch. 36 to change ERP from 120 kw visual, 61.7 kw aural to 276 kw visual and 138 kw aural; change studio and transmitter location to 3756 Phillips Hwy., near Jacksonville; antenna height above average terrain 487 ft. Granted July 31; announced Aug. 4.

WBLN (TV) Bloomington, Ill.—Cecil W. Roberts granted modification of its CP for Ch. 15 to change ERP from 16 kw visual, 8.18 kw aural to 15.8 kw visual and 8.51 kw aural and change studio and transmitter location to on U. S. Bypass 66 at intersection of U. S. 150, SE of Bloomington. Antenna height above average terrain 460 ft. Granted July 29; announced Aug. 4.

KGTV (TV) Des Moines, Iowa—Rib Mountain Radio Inc. granted modification of CP for uhf Ch. 17 to change ERP to 162 kw visual and 87.5 kw aural; antenna height above average terrain 470 ft.; change studio and transmitter location to Hobson Drive, 2.1 miles N of Des Moines. Granted July 29; announced Aug. 4.

WLOU-TV Louisville, Ky.—Robert W. Rousaville granted modification of CP for uhf Ch. 41 to change ERP to 200 kw visual and 102 kw aural; antenna height above average terrain 220 ft. Granted July 31; announced Aug. 4.

WILS-TV Lansing, Mich.—Lansing Bcstg. Co. granted STA to operate commercially on uhf Ch. 54 for the period ending Dec. 4. Granted July 30; announced Aug. 4.

WBES-TV Buffalo, N. Y.—Buffalo-Niagara TV Corp. granted modification of CP for uhf Ch. 59 to change ERP to 21.4 kw visual, 11.7 kw aural; antenna height above average terrain 400 ft. Granted July 31; announced Aug. 4.

KFYR-TV Bismarck, N. D.—Meyer Bcstg. Co. granted modification of CP for vhf Ch. 5 to change coordinates to 46° 51' 12" N. Lat., 100° 32' 32" W. Long.; antenna height above average terrain 500 ft. Granted July 31; announced Aug. 4.

KPIC (TV) Salem, Ore.—Lawrence A. Harvey granted modification of CP for uhf Ch. 24 to change ERP from 105 kw visual, 56 kw aural, to 57.5 kw visual and 28.8 kw aural; change transmitter location to Market Rd. East of Silverton on RFD Rt. 3 near Silverton; antenna height above average terrain 680 ft. Granted July 29; announced Aug. 4.

WGVL (TV) Greenville, S. C.—Greenville TV Co. granted STA to operate commercially on uhf Ch. 33 for the period ending Feb. 9, 1954. Granted July 24; announced Aug. 4.

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BOX 11 HOLLYWOOD

KRBC-TV Abilene, Tex.—The Reporter Bcstg. Co. granted modification of CP to increase ERP to 27.5 kw visual, 14.8 kw aural; antenna height above average terrain 770 ft. Granted July 31; announced Aug. 4.

WSVA-TV Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. granted modification of its CP for Ch. 3 to change ERP from 12.5 kw visual, 6.3 kw aural to 8.32 kw visual and 4.17 kw aural; to change studio and transmitter location to Big Mountain, 2 miles E of Endless Caverns, near Harrisonburg. Granted July 28; announced Aug. 4.

WEAU-TV Eau Claire, Wis.—Central Bcstg. Co. granted modification of CP for vhf Ch. 13 to change ERP from 52 kw visual, 26.5 kw aural to 37.5 kw visual and 28.8 kw aural; change studio and transmitter location to 2415 S. Hastings Way, Eau Claire; antenna height above average terrain 430 ft. Granted July 29; announced Aug. 4.

WOKY-TV Milwaukee, Wis.—Bartell Broadcasters Inc. seeks modification of CP for uhf Ch. 19 to change ERP from 17.4 kw visual, 9.55 kw aural to 20 kw visual and 10 kw aural; change transmitter location to 716 N. 11th St., Tower Hotel Bldg. and change studio location to 714 W. Wisconsin Ave., Milwaukee. Granted July 27; announced Aug. 4.

CALL LETTERS ASSIGNED

KATV (TV) Pine Bluff, Ark.—Central-South Sales Co., vhf Ch. 7.

KBIC-TV Sacramento, Calif. — John Poole Bcstg. Co., uhf Ch. 46.

KLZ-TV Denver, Colo.—Aladdin Radio & TV Inc., vhf Ch. 7.

WELI-TV New Haven, Conn.—Connecticut Radio Foundation Inc., uhf Ch. 59.

THE ASSOCIATION OF FILM COMMUNICATIONS CONSULTING ENGINEERS
Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Experienced radio station investors desire top-notch personnel to invest with them and operate midwest location. Box 346X, B•T

Managerial

Manager, strong on sales and programming. Small city, leading network station, only station in market. Prefer man between 30 and 40. Must have good character and personality. Please furnish full information in first letter to Box 371X, B•T.

Manager-combination man. Small market in Alabama. 1 kw daytime only. Must have car. Good salary and commission to right man. If interested, write and give experience and references to R. E. Hook, Aliceville, Alabama.

Salesmen

Good opportunity for livewire salesman with midwestern 10,000 watt, clear-channel, network station. Excellent market and ideal working conditions. There is no ceiling on your earnings, and you are assured of an adequate draw against commissions. Send full information concerning yourself—including a recent snapshot if available—to Box 373X, B•T.

This is a sincere offer to a good radio salesman who wants to improve his earnings. If your present sales record qualifies we will guarantee up to $5000 a year against a commission-bonus arrangement, which for the right man has much larger potential. You will be joining successful independent southern station in one of 10 fastest growing markets in America. Station appeals to mass audience and has proven programming pattern. Management has record of satisfied personnel. You must have successful sales record with present employer, preferably independent station. Write giving complete data, including references, billing, recent picture. All answers confidential. Box 385X, B•T.

Excellent opportunity for aggressive salesman. Salary plus commission. One station market in Ohio's fastest growing city. No floaters. Box 432X, B•T.

North Carolina station in excellent market wants experienced, young, aggressive salesman. Top money proposition to man with plenty of energy and ability. Send full details to Box 440X, B•T.

Transcription salesmen to handle top quality low-priced 10-minute open-end package show as sideline on 15% basis. State territory covered. Box 454X, B•T.

Sales personnel, male or female. Two openings in two affiliated Michigan stations. Full protection and good earnings for hungry salesmen. Box 482X, B•T.

Salesman, capable of moving up to commercial manager by proving ability. Salary and commission. Excellent future for right man in east Texas number one market. TV applicant. KGKB, Tyler, Texas.

Announcers

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 202X, B•T.

Hillbilly jockey. Chicago area. Salary and sales opportunity. Send full details and audition tape. Box 352X, B•T.

Announcer. Some experience. 250 watt net affiliate, east Tennessee town of 13,000. Box 358X, B•T.

Experienced play-by-play man as sports director of the number one sports station in a prominent midwest market. Must have first phone. Other staff duties involved. $375 to start. Reply to Box 367X, B•T.

North Dakota network station has an immediate opening for announcer. Box 435X, B•T.

Help Wanted—(Cont'd)

Two good announcers wanted by North Carolina station in good market. Good deal for man who can really pitch. Send details to Box 441X, B•T.

Are you ready for the big time? Progressive midwest indie offers chance of a lifetime to good news and music man. Send details and audition to Box 457X, B•T.

Announcer-hillbilly DJ. Southern country music station needs personality who can also do staff work. Good proposition on base salary plus talent. Resume and auditions to Box 472X, B•T.

Wanted by August 25: one first class engineer who can announce. Michigan independent full-time. State weekly wage required. Box 473X, B•T.

Experienced staff announcer from within 300 mile radius of Moberly, Missouri. Salary—$70 to $90. Contact KNCM, Moberly, Missouri.

Good staff announcer with some experience for 5 kw NBC affiliates in progressive central Kansas City. Send audition including news and commercials, and letter with background, references, marital status, photo and salary requirements to Dick Painter, KVGB, Great Bend, Kansas.

Announcer with some experience with car. Contact Bill Smith, Radio Station EXIT, Dalhart, Texas.

Good, experienced staff announcer wanted by 5 kw CBS affiliate in New England with TV future. Send tape, photo and resume to Lou Rocke, WCAX, Burlington, Vermont.

Night shift announcer. Must be strong on news and record shows. Fine working conditions, profit sharing plan, hospitalization benefits. 5,000 watt CBS affiliate in major market. State experience and salary. All audition discs promptly returned. Write Mort Cohn, WCHS, Charleston, W. Va.

Top country station needs announcer with some experience. Send tape, letter, picture to WCRA, Effingham, Ill.

Experienced engineer-announcer. First class ticket for 5 kw NBC affiliate Virginia's Shenandoah Valley. Emphasis announcing. Good working conditions. Contact Johnson, WSVA, Harrisonburg, Virginia.

Marvelous opportunity for three topnotch announcers. $75 weekly base salary. No limit to earnings for right men. Definite opportunity for management positions. Two weeks vacation with pay, liberal sick leave. Send tapes (7½ feet per second) and resume to WTIM, Taylorville, Illinois.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Engineer—diligent and dependable. South Texas city. Box 201X, B•T.

Urgently need 1st, engineer, preferably announcer or salesman combo for eastern Indiana. Wire collect. Box 374X, B•T.

Chief engineer—one of midwest's outstanding 1 kw independents. New equipment, well laid out, trouble-free installation. Transmitter studios and offices under one roof. Must be qualified to handle personnel, administer as department head, sound knowledge of RF, audio and directional antenna. Please wire or mail all details immediately. Box 430X, B•T.

Maintenance engineer capable of announcing. Permanent position. CBS, southwest. Top wages. Box 437X, B•T.

Wanted by August 25: one first class engineer who can announce. Michigan independent full time. State weekly wage required. Box 473X, B•T.

Help Wanted—(Cont'd)

Transmitter engineer—no announcing $1.25 per hour, time-and-a-half for overtime. Write or phone Don Morris, KRIS, Corpus Christi, Texas 4-6354.

One of metropolitan Washington's leading independents needs a studio engineer with 1st class ticket. If you are experienced, contact Steve Hart, WARL, Arlington, Virginia.

WFNC, Fayetteville, North Carolina, needs first-class engineer. AM-FM operation. 5 kilowatts AM; 14 kilowatts FM. Television application. Desirable working conditions.

Radio engineer with first class radio telephone license. WICA AM-FM TV, Ashtabula, Ohio serving northeastern Ohio. Good conditions, pay and opportunities. Apply WICA.

If you are first phone engineer and available I will pay you $1.50 an hour for 40 hours and time-and-a-half for 10 hours for 50 hour week Year's contract. WKNK, Muskegon, Michigan.

Production-Programming, Others

Prolific copywriter who can produce smooth and persuasive copy wanted by network station in important Texas market. Box 209X, B•T.

Ohio network station in city of 50,000 has opening for news reporter. Must be able to produce plenty of local news. Newspaper experience helpful. Box 348X, B•T.

Copywriter wanted for successful independent station in deep south. You must have had experience in writing hard hitting commercial copy with mass appeal. Imagination, originality and fresh approach with understanding of low income audience important. You will earn $3600 a year to start with annual bonus and periodic pay raises, air conditioned offices, health insurance and paid vacations. Write giving complete data and references and samples of your copy. All answers confidential. Box 384X, B•T.

Radio copywriter for upper New York state radio-TV station. Experience with commercials, formats, scheduling, production, etc., mandatory. Send vital data, salary requirements, photo and expendable copy samples. Box 442X, B•T.

Master of Ceremonies for traveling network radio production. Must be man of high integrity with genuine personality. Thoroughly experienced in ad-lib work. No glamour boys. Please submit complete resume, good photo and recommendations. Excellent salary plus expenses. No discs. Box 466X, B•T.

News editor-announcer. Progressive station in substantial midwest market. Excellent future. Complete supervision of news department with heavy local. Some announcing including DJ show. Information and audition to Box 474X, B•T.

Continuity writer for 5000 watt independent sports-music station. Opening immediate. Apply WTVB, Coldwater, Michigan.

Copywriter, male or female. Experience not essential. WVOS, Liberty, New York.

Television

Texas TV applicant wishes to establish contact with well-trained TV personnel. Box 199X, B•T.

Technical

Need operating engineers for new middlewest TV. Experience not necessary. College town. Box 416X, B•T.

Chief engineer with good background, presently employed, desires position with progressive TV station. Box 464X, B•T.

WPAG-TV has openings for two men, permanent, first phone required. WPAG, Ann Arbor, Michigan.

Situations Wanted

Managerial

General manager. 19 years experience. Familiar all phases radio. Excellent references. Radio or TV. Box 336X, B•T.

Attorney with administrative ability, first class license, presently employed as Texas television executive. Box 413X, B•T.

Commercial manager with successful sales record backed by fifteen years experience wants position with progressive midwest station in medium size market. Box 459X, B•T.

Situations Wanted—(Cont'd)

Thoroughly experienced, successful manager available for medium or small market. South, southwest. Excellent references. Box 478X, B•T.

Experienced commercial manager with proven ability to clinch sales for his salesmen is available. Currently employed in midwest. Wants position in middle Atlantic area. Box 481X, B•T.

Salesman

Topflight advertising salesman, energetic, personable, four years successful experience, anxious to sell television. Missouri journalism. Veteran. Relocate. Box 463X, B•T.

Salesman-announcer, knows business, mature. Not afraid TV. East-south only. Box 485X, B•T.

Announcers

Sportscaster. 6 years experience play-by-play football, basketball, baseball. Outstanding play-by-play, excellent voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 309X, B•T.

Staff announcer—thoroughly trained all phases; also board, strong news and commercials, TV. Announcing experience. Pleasing voice, personality. Tape available. Box 436X, B•T.

Desirous change. Nine years present location. Highest Hooper. Individual morning personality. Married, veteran, dependable, conscientious. Away above average. Box 438X, B•T.

Colored announcer-DJ, write, sell. 5 years experience, 2½ years 50 kw MBS affiliate. 3rd phone. Master's Degree. Presently employed. Desires progressive market, opportunity for advancement. References, disc, tape and photo on request. All replies to Roy Wood, 6410 South Kenwood Ave., Chicago 37, Ill. Phone Plaza 2-8600.

Combination announcer-assistant program manager. 2 years major TV network (New York City) in production capacity. 27, single. Tape, resume. Box 451X, B•T.

News, DJ, control board. Light experience. Dependable, willing to work hard. Resume, tape available. Box 452X, B•T.

All-round announcer, able, alert, ambitious, married. Tape, disc on request. Box 456X, B•T.

Local news-sportscasting. Five years experience. Valuable reference file. Magnificent voice. Box 461X, B•T.

Announcer. Two years radio, three months TV experience. Good TV news, sports, personality, acceptance. Desires new TV market. Box 465X, B•T.

Announcer-disc jockey, restricted license, looking to settle, consider all. Box 467X, B•T.

Let's hear from progressive network radio or TV stations seeking imaginative young guy with personality. Experienced in announcing, acting, photography and marriage. Box 469X, B•T.

Announcer. Independent and affiliate experience. Desire opportunity within 500 miles of N. Y. C. Excellent references. Tape and resume on request. Box 470X, B•T.

Capable, willing, ambitious, all around announcer. Draft exempt; will travel. Tape, disc on request. Box 471X, B•T.

Cheerful, witty morning man, strong on news, proven successful record, prefers job with independent in city of around 300,000. Tape, photo sent promptly. Box 475X, B•T.

Announcer-disc jockey. Five years experience. Prefer southeastern states. Best references. Tape and photo. Box 486X, B•T.

Versatile announcer. Sports, staff—six years experience. First class ticket. Excellent references. Box 488X, B•T.

Farmer student—two radio announcer schools, Texas, Hollywood—desires position. H. Durham, 1416 Hawthorne Lane, Burlington, N. C. Phone 6-6761.

Announcer-first phone, present job 15 months, married, settled, deep voice. Desire combo work in west, consider some sales. Write Sy Winch, KAWT, Douglas, Arizona.

Experienced announcer. Phone evenings after seven. Clarksburg, West Virginia, 4-4261.

Situations Wanted—(Cont'd)

Announcer, 1st phone, experienced. DJ, news, and staff. Veteran. Available 15 December. John Barry, 6238 Beck Ave., North Hollywood, California.

Young, versatile, reliable. Staff news, DJ, control board. High potential, light experience. Resume, tape available. Charles Doll, 907 Clinton St., Hoboken, New Jersey.

Hillbilly DJ and salesman, top man in present competitive market, desires change. Capable staff work, outstanding sales record. Married, two children, new car. Interested in deal with future. Jim Dowdy, 8320 Kennedy Ave., Highland, Indiana. Highland 1493.

Light experience, high potential. Seeks permanent staff connection. Mature, news, DJ, control board. Sober, will travel. Resume and tape available. Larry Russell, 22 Bartlett St., Brooklyn, New York.

Technical

First phone. Two years experience. Available September 1. Will consider any offer. Box 339X, B•T.

6 years broadcasting. VHF amateur. Desire position AM or TV. Box 417X, B•T.

First phone engineer. Five years experience—transmitter, control room, maintenance. Married. Prefer Florida; available for southeastern states. Two weeks notice. Box 431X, B•T.

Engineer—first ticket. Presently employed. Transmitter watches, all type remotes, recordings, studio maintenance. Car. N. Y. area preferred. Box 458X, B•T.

Combo man, first phone, strong on news, available September 10. Desire TV future. Box 468X, B•T.

First class licensed engineer and announcer seeks position in college town—midwest or west coast. Veteran. Five years radio experience; 2½ years combo work at 1000 watt independent. Don't smoke or drink. Dale L. Burge, RFD No. 1, Superior, Nebraska. Phone 1402.

Chief engineer. Handle any size station. 25 years broadcasting. Knows construction, planning, maintenance, trouble shooting, measurements, recording, studio operations, rebuilding. Capable and cooperative; results, not excuses. Available now. Prefer western. Personal interview; reasonable salary. Kidd, 9310 El Manor, Los Angeles, California. Orchard 2-3022.

Production-Programming, Others

Attention, midwestern stations! Available sports program director. Six years experience, all phases radio including selling, play-by-play, all sports. Presently employed SD, PD. Box 326X, B•T.

Experienced writer-announcer desires better opportunities. Single. Excellent references. Write Robert Beadle, Pipestone, Minnesota.

Television

Production-Programming, Others

News man. Three years major radio network newscasting, writing, editing, commentary, production. Desire TV news. Box 383X, B•T.

Situations Wanted—(Cont'd)

Publicity-exploitation—3 years radio, 2 years MGM publicity plus New York television production, commercial film experience. Will handle publicity and double in sales/programming or announcing capacity for economically-minded station. College grad. Box 444X, B•T.

Television

Carnegie Tech graduate, BFA. Over six years varied theatrical, radio-TV experience; third class license. Sincere, hard worker with fine personality, good background and pleasing, well-trained voice. Age 26, married, WW II vet. Community-minded, capable of challenge. Desirous of future in TV programming, production, DJ-announcing, studio assistant manager. Resume, disc, photo available. Box 450X, B•T.

Am looking for the next step up—full program director. Have written, directed, produced TV and have administrative knowhow in TV and film to save time and cash in getting a new channel air borne. Have the best references ability can supply. Box 487X, B•T.

Veteran, 28, diversified television and film production background wishes position in television. Opportunity in production, cameraman or sales welcomed. Relocate. Box 483X, B•T.

Movie cameraman available. Bob Bloch, 1210 Sixth Avenue, N. Y. C.

For Sale

Stations

250 watt fulltime network. $60,000, terms. No competition. Other radio interests. Southwest. Box 340X, B•T.

Southwest indie. 250 watt. Full price, $25,000 with half down. Box 445X, B•T.

Equipment, etc.

Antennas for sale. Used RCA, type TF-5A 5-bay super turnstile, tuned for TV channel 5 but tunable to channels 4 or 6. Used 4-section RCA, type BF-14K heavy duty FM pylon with pedestal mount. New Collins type 37 M4 ring for 101.1 MC FM. Two used Hewlett-Packard FM monitors. Used GE type BMIA FM monitor with regulated power supply. One RCA TX-2A 5 kw ceiling mounted diplexer channel 3. Write to Box 386X, B•T.

Heavy duty self-supporting structural steel Lehigh tower. Extra heavy 7x7½ steel base. 140 feet high. Complete with CAA lighting and base insulators. State price offered to Box 439X, B•T.

Portable broadcast control room-studio. Collapsible, compact, large plate glass windows, shelves, forced ventilation. Chicago area. $750. Consider rental. Box 476X, B•T.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

Western Electric type 1126-C limiter amplifier in good condition. Any offer considered. Contact KOVO, Provo, Utah.

1 kw Raytheon transmitter, used 5 years, excellent condition, available now. $4,000 with extra set of tubes. Also 1 Western Electric dual channel console. Warren Anderson, WBEL, Beloit, Wisconsin.

Four "WE" reproducer groups with 9A heads and diamond stylus. $75 each or best offer. WFRL, Freeport, Illinois.

Continued on next page

Available:

Manager AM operation

12 years of radio. Seven years of outstanding experience with a proven record of taking stations in the red and putting them in the black. Would welcome TV competition.

Took present station from $3,000 a month to $12,500 in 8 months. Station had lost over $80,000 in 3 years and now is doing over $4,000 a month profit.

AM manager who gets out and sells. Will make your station one that will meet competition.

Interested in profit-sharing plan rather than flat salary. Family man with three youngsters.

Would welcome complete investigation of past record.

Box 479X

For Sale—(Cont'd)

TV tower & turnstile available, knocked down, after September 1. Tower is Blaw-knox special LT 300' guyed, insulated, triangular uniform cross-section, 3' faces, built to support 3-bay turnstile and 8' dish. Turnstile is RCA TF-3C. Also 600' 3⅛" transmission line. Material listed in use only 3 years, in excellent condition. Available because station is increasing present ERP and height. Write Chief Engineer, WJIM-TV, Lansing, Michigan.

RCA 10 kw FM transmitter with power cutback equipment—make offer. Contact J. W. Spencer, Chief Engineer, WJNO, West Palm Beach, Florida.

General Electric BT3A three kilowatt FM transmitter complete with station monitor and associated equipment. Make offer. WTRY, Troy, New York.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Company, 1600 Broadway, New York 19, N. Y.

Rek-O-Cut Challenger portable disc recorder almost new. Complete with microphone, extension cord and 30 12" discs. $250.00. Doug Kahle, KCSJ, Pueblo, Colorado.

Wanted to Buy

Stations

Local radio station. Must be bargain. Box 390X. B•T.

Interested in purchasing local or regional AM station in east or midwest. Reply Box 434X, B•T.

Want to purchase "hard-luck" 250 watter—small or medium market. Send particulars and terms to Box 484X, B•T.

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

250 watt standard make AM transmitter no more than 2 years old. Gene Tommerdahl, Chief Engineer, WNVA, Norton, Virginia.

FM transmitter, 250 or 1000 watt with monitors. Price must be right. WVOP, Vidalia, Georgia.

Cash for GR-916 impedance bridge. E. N. Sidor, 16434 Marine View Drive, Seattle, Washington.

Miscellaneous

F.C.C. licenses quickly by correspondence. Also, new 8-weeks resident class begins September 24. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

SALESMAN
GO-GETTER

Good proposition for the right man. Write, wire or call J. Eric Williams, Manager.

WGAT
UTICA, NEW YORK

SALESMAN WANTED

Experience in
Retail Sales—one who can
create ideas and go out
and sell his ideas.

CONTACT:

NORMAN FURMAN
WBMS—
BOSTON, MASS.

Help Wanted—(Cont'd)

Announcers

DJ

1,000 watt fulltime independent 250,000 market wants experienced man for morning and other show. Schedule flexible. Able to sell own show. Have car. Salary plus commission. Good proposition. Box 285X, B•T.

Top local NBC station in medium industrial market needs a competent experienced announcer with no accent other than on news!

SALARY— $85 to start — merit raises quarterly.

TV PLANS— CP granted.

Rush audition, background, and references to Dave Moss, Program Director,

WCRS - Greenwood, S. C.

Television

Salesmen

Top metropolitan midwestern market presently staffing sales and technical personnel. Send full details and when available.

WOKY TV, Milwaukee, Wisc.

TV SALES OPPORTUNITY
IN FABULOUS SOUTHWEST

One of the Southwest's most aggressive and complete VHF operations is looking for an aggressive TV salesman. Prefer man who has good radio selling background and feels he is ready to move into TV. Station is well established in Texas' 5th market. CBS-TV affiliate plus ABC and DuMont. Excellent living conditions, unequalled climate. Do not apply unless you want to live in the sunny Southwest. Send application and recent photo.

Dick Watts, General Sales Manager,
KROD-TV channel 4,
El Paso, Texas

TELEVISION - SALES

New TV only station has opening in sales department. Person with TV production experience and yen to sell preferred. Guaranteed commission. Please write Station Manager, P. O. Box 365, Rockford, Illinois.

Technical

ARE YOU QUALIFIED
TO CHIEF ENGINEER
TELEVISION

CONTACT:

M. N. BOSTICK

K W T X

WACO, TEXAS

Situations Wanted

Television

Managerial

TV Station Manager Available
Fully qualified for top post in TV Station on air or about to begin operations. Seeks new opportunity on permanent basis. Background includes the following: Set-up and organized TV Station operation prior to going on air; experience in programming, sales, production, film buying, personnel, traffic, promotion. National and station references. Presently employed as Program Director. Box 480X, B•T.

Top notch AM commercial manager in major market now earning better than $15,000 yearly desires similar position in TV field. Prefer South or West. 20 years experience all phases radio local and national field. Married, sober. Will furnish proof of performance. For personal interview, state full particulars. Box 443X, B•T.

Production-Programming, Others

SUPERVISOR Television Production and Assistant Program Director at top CBS-TV affiliate in nation's fifth market. Seven years concentrated TV experience, twelve years radio. Have pioneered three major TV stations from infancy. Good idea man, hard worker, keen production sense. Understand strict economy. Can keep production costs down, quality up. Excellent references. Desire to relocate. Will accept program or production manager's position in progressive market. Box 433X, B•T.

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION, OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request — **Croton on Hudson New York**

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

For Sale

Stations

If you are interested in buying a good AM station with TV just going on the air, I would like to offer you a property east of the Ohio River. Very little competition. Price fairly high, which is offset by good terms.

ALLEN KANDER
Negotiator

Barr Building, Washington 6, D.C., ST 3-7654
Lincoln Bldg., New York 17, N.Y., MU 7-4242

WTOC-TV Savannah, Ga.—Savannah Bcstg. Co., vhf Ch. 11.
KABS (TV) Honolulu, Hawaii—American Bcstg. Stations Inc., vhf Ch. 4.
KFOO (TV) Meridan, Idaho—Boise Valley Bcstrs. Inc., vhf Ch. 2.
KGTV (TV) Des Moines, Iowa—Rib Mountain Radio Inc., uhf Ch. 17, changed from KTLV (TV).
WBGT (TV) Richmond, Ky.—The Blue Grass TV Co., uhf Ch. 60.
WCKG (TV) New Orleans, La.—CKG TV Co., uhf Ch. 26.
WLAM-TV Lewiston, Me.—Lewiston-Auburn Bcstg. Corp., uhf Ch. 17.
WMTW (TV) Poland, Me.—Mt. Washington TV Inc., vhf Ch. 8.
WGBH-TV Boston, Mass.—WGBH Educational Foundation, educational vhf Ch. 2.
WWOR-TV Worcester, Mass.—Salisbury Bcstg. Corp., uhf Ch. 14.
WSLI-TV Jackson, Miss.—Standard Life Bcstg. Co., vhf Ch. 12.
KMBC-TV Kansas City, Mo.—Midland Bcstg. Co., share time vhf Ch. 9.
WHB-TV Kansas City, Mo.—WHB Bcstg. Co., share time vhf Ch. 9.
KHOL (TV) Kearney, Neb.—Bi-States Co., vhf Ch. 13.
WFRB (TV) Utica, N. Y.—Richard H. Balch, uhf Ch. 19.
WSJS-TV Winston-Salem, N. C.—Triangle Bcstg. Corp., vhf Ch. 12.
KWTV (TV) Oklahoma City, Okla.—Oklahoma TV Corp., vhf Ch. 9.
WCMB-TV Harrisburg, Pa.—Rossmoyne Corp., uhf Ch. 27.
KMID-TV Midland, Tex.—Midessa TV Co., vhf Ch. 2.
KRGV-TV Weslaco, Tex.—KRGV TV Inc., vhf Ch. 5.
WTOV-TV Norfolk, Va.—Commonwealth Bcstg. Corp., uhf Ch. 27.
WVVW-TV Fairmont, W. Va.—Fairmont Bcstg. Co., uhf Ch. 35.

APPLICATIONS

WIMA-TV Lima, Ohio—Northwestern Ohio Bcstg. Corp. seeks modification of CP for uhf Ch. 35 to change ERP from 91 kw visual, 50 kw aural to 65 kw visual and 36.8 kw aural; change transmitter location to 4.2 miles S of center of Lima and studio location to 223 N Main St. Lima; antenna height above average terrain 234 ft. Filed July 24.

WACH (TV) Newport News, Va. — Eastern Bcstg. Corp. amends application for modification of CP for uhf Ch. 33 to change ERP from 20.5 kw visual, 11 kw aural to 20.8 kw visual and 10.4 kw aural; antenna height above average terrain 316 ft. Filed July 16.

New AM Stations . . .

ACTION BY FCC

Edmonds, Wash.—King's Inc. granted 630 kc, 1 kw daytime; antenna 300 ft. Estimated construction cost $28,457, first year operating cost $30,000, revenue $30,000. Principals include President **A. B. Mike Martin,** president of King's Inc. (Christian charitable organization); Vice President **Axel P. Fredeen,** owner of Strom-Fredeen Floor Co., Seattle; Secretary **Edgar Atkinson,** Minister of Gospel, and Treasurer **Dr. C. Dorr Demaray,** Minister of Gospel. **King's Inc.** is sole owner of applicant; each board member has one vote. P. O. address: P. O. Box 7098, Richmond Highlands, Seattle 33, Wash. Granted July 30.

APPLICATION

Springfield, Ore.—W. Gordon Allen, 1240 kc, 250 w unlimited. Estimated construction cost $5,500, first year operating cost $48,000, revenue $60,000. Mr. Gordon owns 60.1% of KGAL Lebanon, 70% of KSGA Cottage Grove; is one-third partner of KGAE Salem; owner of KTVF (TV) Eugene, Ore., and owner of KLOQ Seattle, Wash. Post office address Box 341 Lebanon. Filed June 22.

Existing AM Stations . . .

ACTION BY FCC

KSTL St. Louis—Radio St. Louis Inc. granted CP to increase power on 690 kc from 1 kw to 10 kw, directional day. Granted July 29; announced Aug. 4.

STATION DELETED

KSEN Richfield, Utah—Scenic Bcstg. Co. on request, FCC cancelled CP for new AM station on 900 kc, 1 kw daytime. Deleted July 31; announced Aug. 4.

Existing FM Stations . . .

ACTIONS BY FCC

WAFM (FM) Birmingham, Ala.—The TV Corp. granted change in ERP from 53 kw to 72 kw; antenna height above average terrain from 820 ft. to 780 ft. Granted Aug. 5.

WSGN-FM Birmingham, Ala.—Jemison Bcstg. Co. granted change in ERP from 56 kw to 29 kw; antenna height above average terrain from 850 ft. to 450 ft. Granted Aug. 5.

KWIL-FM Albany, Ore.—Central Willamette Bcstg. Co. granted change in ERP from 710 w to 600 w; antenna height above average terrain from 130 ft. to 280 ft. Granted July 29; announced July 30.

WMCF (FM) Memphis, Tenn.—Memphis Pub. Co. granted reinstatement of expired CP which authorized changes in licensed FM station with expiration date of 6 months from date of grant. Granted Aug. 5.

WBTM-FM Danville, Va.—Piedmont Bcstg. Corp. granted change in ERP from 32 kw to 3.9 kw; antenna height above average terrain from 615 ft. to 560 ft. Granted July 29; announced July 30.

KOMO-FM Seattle, Wash.—Fisher's Blend Station Inc. granted change in ERP from 14.4 kw to 9.8 kw; antenna height above average terrain from 445 ft. to 720 ft. Granted July 29; announced July 30.

Ownership Changes . . .

ACTIONS BY FCC

KTKR Taft, Calif—Kenneth Aitken, George J. Tschumy Jr. and Ralph B. Smith d/b as Taft Bcstg. Co. granted assignment of license to Kenneth Aitken, George J. Tschumy Jr. and John A. Smith d/b as Taft Bcstg. Co. No consideration involved. Gift of 24% from Ralph Smith to his stepson, John A. Smith. Granted Aug. 5.

KVRV Victorville, Calif.—O. E. Bohlen and O. L. Bohlen d/b as Francisco Rental Co., granted assignment of permit to Apple Valley Bcstg. Co. for $1,000. Principals in partnership are President **Newton T. Bass** (40%), Vice President **Joseph A. Ball** (20%), attorney, and Secretary-Treasurer **Bernard J. Westlund** (40%). Messrs. Bass and Westlund are associated in real estate and oil development. Granted July 29.

WJRE (TV) Marion, Ind.—Marion Radio Corp. granted assignment of license to Marion Bcstg. Corp. No consideration as transfer to new corporation is for operational purposes. Granted July 31; announced Aug. 4.

WIKC Bogalusa, La.—Dorothy Moss Siegelin granted voluntary assignment of license to Curt Siegelin, administrator of estate of Dorothy Moss Siegelin, deceased. Granted July 28.

KBON Omaha, Neb.—Inland Bcstg. Co. granted voluntary transfer of control to John K. and Nella Marie Morrison through retirement in Jan. 1950 of 60 shares of stock owned by Arthur Baldwin. Granted July 28.

WSKY Asheville, N. C.—Radio Asheville Inc. granted involuntary acquisition of control by Mildred L. Bamford, individually and as executive of the estate of Carl R. Bamford through transfer of 33⅓% interest. Granted July 28.

WLON Lincolnton, N. C.—J. A. Polhill tr/as Lincoln County Bcstg. Co. granted assignment permit to Lincoln County Bcstg. Co. for $1,500. Principals include Vice President **Earl Holder** (20%), 33% owner WNNC Newton, N. C.; Secretary **Z. R. Burris** (13⅓%) and Treasurer **J. A. Burris** (13⅓%). Mr. Polhill becomes president and will own 16⅔%. Granted Aug. 5.

WIAM Williamston, N. C.—James H. Gray Sr. and Charles R. Gray d/b as Martin County Bcstg. Co. granted assignment of license to Charles M. Gaylord and W. H. Farrior Jr. d/b as East Carolina Bcstg. Co. for $30,000. Mr. Gaylord is general manager and Mr. Farrior is station manager of WIAM. Granted Aug. 5.

KTVQ (TV) Oklahoma City—Oklahoma County TV & Bcstg. Co. granted voluntary assignment of CP for uhf Ch. 25 to Republic TV & Radio Co. Phil Jackson and Clarence Wilson, assignors, receive 12½% interest each for consideration. Additional 2½% each to be purchased. Principals include President **John Esau** (14%), stockholder and manager of KTUL Tulsa and KFPW Ft. Smith, Ark.; Vice President **Frank E. Brown** (14%), oil prospector; Secretary **A. C. Saunders** (14%), attorney; **Frank Smith** (14%), oil prospector; **R. P. Green** (14%), oil prospector. Messrs. Jackson and Wilson are co-owners of KWCO Chickasha, Okla., and KPUY Puyallup, Wash. Granted Aug. 5.

WISR-AM-FM Butler, Pa.—Butler Bcstg. Co. granted voluntary transfer of control to Abe H. Borisky and Union Trust Co. of Butler, trustees of testamentary trust created by Sara E. Rosenblum, deceased, and as guardian of Ray Harris Rosenblum, through transfer of 44.67% in accordance with will. Granted July 28.

WDAD Indiana, Pa. — Thompson K. Cassel granted assignment of license to WDAD Inc. for $51,000 plus employment by WDAD Inc. as consultant for two years at salary of $500 per month. Principals include President **William K. Ulerich,** president of Clearfield Bcstrs. Inc. (WCPA Clearfield, WAKU Latrobe, Pa., and WJCM Sebring, Fla.), secretary and stockholder in Progressive Pub. Co., Clearfield, parent company of Clearfield Bcstrs. Inc., vice president WMAJ State College, Pa.; Vice President **W. J. Thomas** (16%), secretary and stockholder WNCC Barnesboro, Pa.; Secretary **J. D. Joplin** (16%) and Treasurer **Leroy Stauffer** (16%), treasurer and stockholder WNCC Barnesboro. Clearfield Bcstrs. Inc. owns 52%. Granted Aug. 5.

KLAN Renton, Wash.—Interlake Bcstg. Corp. granted relinquishment of negative control by H. E. Ridalls and William L. Simpson through sale of 4 shares of stock to Richard K. Bush for $800. Mr. Bush is Seattle attorney. Transferors each own 50% of the total stock. Granted Aug. 5.

WCAN-AM-TV Milwaukee, Wis. — Midwest Bcstg. Co. granted acquisition of control by Lou Poller through sale of 28⅓% interest by Alex Rosenman for $77,200. Mr. Poller will now own 61⅔% of the stock. Mr. Rosenman retains 5% interest and is to be retained as consultant and advisor for 5 years for $62,500. Granted Aug. 5.

APPLICATIONS

WOKZ Alton, Ill.—WOKZ Inc. seeks voluntary assignment of license to Edward N. Palen for $45,000. Mr. Palen agrees to sell all property to General Teleradio Inc., Boston, and to lease property for 8 years at a yearly rental of $10,488 with option to purchase at termination of lease for $14,500. General Teleradio owns WOR-AM-TV New York, WNAC Boston, Yankee and Don Lee Networks and is chief stockholder in MBS. Filed July 14.

WMNB North Adams, Mass.—Northern Berkshire Bcstg. Co. seeks voluntary transfer of control to Robert Hardman, James A. Hardman, James Gordon Keyworth and Harold E. Crippen through sale of one-third interest by Herbert B. Clark for $7,000. Stock transfer will increase combined stockholdings of James A. Hardman and his son Robert Hardman to 50%, giving them negative control of licensee corporation. Mr. Crippen (10.3%), insurance broker, is new stockholder. Filed July 14.

KIHR Hood River, Ore.—C. H. Fisher and C. O. Fisher d/b as Oregon-Washington Bcstrs. request voluntary assignment of license to C. H. Fisher as part consideration for purchase of KUGN-AM-FM Eugene, Ore., by C. O. Fisher. Resubmitted July 9.

KGKO Dallas, Tex.—Lakewood Bcstg. Co. requests transfer of control from Eldridge C. Harrell, Delbert Davison and Ross K. Prescott through sale of 50,000 shares to W. L. Pickens (16,250 sh.), H. H. Coffield (21,250 sh.) and Leonard Coe (12,500 sh.). Consideration is $50,098 with each partner paying $1 per share except Mr. Coe who purchases 2 of his shares for $100. Messrs. Pickens and Coffield each owns ⅓ partnership interest in KTVP (TV) Houston, KDTX (TV) Dallas, Tex., WTLO (TV) New Orleans, La. Mr. Coe owns KTLN Denver, Colo., and is 12% stockholder in KVLC Little Rock, Ark. Filed May 27.

For Sale—(Cont'd)

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KABC San Antonio, Tex.—Alamo Bcstg. Co. seeks voluntary assignment of license to San Antonio TV Co. (KEYL) San Antonio for $70,000. KEYL (TV) is a wholly-owned subsidiary of Storer Bcstg. Co., licensee of WAGA-AM-FM Atlanta, Ga., WGBS-AM-FM Miami, Fla., WJBK-AM-FM-TV Detroit, Mich., WSPD-AM-FM-TV Toledo, Ohio, WWVA-AM-FM Wheeling, W. Va., and WBRC-AM-TV Birmingham, Ala. Filed July 1.

KALL Salt Lake City, Utah—Salt Lake City Bcstg. Co. requests acquisition of control by George C. and Wilda Gene Hatch through sale of 75% interest by Telegram Pub. Co. (50%) and Abrelia S. Hickley (25%) for $125.000. George C. and Wilda Gene Hatch will now own 56% of licensee corporation. Licensee is itself purchasing and retiring stock and its subsidiary, The Intermountain Network, is purchasing part of the stock. Filed July 3.

Hearing Cases . . .

FINAL DECISION

Knoxville, Tenn.—New TV, vhf Ch. 6. FCC by order made effective immediately hearing examiner's initial decision of July 16 granting application of Montcastle Bcstg. Co. for CP for new TV station on Ch. 6 in Knoxville. Action July 31.

OTHER ACTIONS

Shreveport, La.—New TV, vhf Ch. 12. FCC by order denied petition of June 3 by Shreveport TV Co. for enlargement of issues in competitive hearings involving its application and applications of Southland TV Co. and Radio Station KRMD for new TV station on vhf Ch. 12 in Shreveport. Action July 31.

WNDR-AM-FM Syracuse, N. Y.—FCC ordered hearing on application for renewal of licenses to be held Sept. 9 in Syracuse. Action July 29; announced July 30.

Easton, Pa.—New AM, 1230 kc. By memorandum opinion and order FCC granted authority to Allentown Bcstg. Corp. to continue operation of WHOL Allentown until midnight on Aug. 31. In all other respects FCC denied the pleadings of Allentown directed against FCC decision of June 26 granting application of Easton Pub. Co. for CP for new AM station in Easton on 1230 kw, 250 w unlimited and denying application of WHOL for the same facilities in Allentown. Action July 31.

Chattanooga, Tenn.—New TV, vhf Ch. 12. FCC by order denied petition of May 18 by Tri-State Telecasting Corp. for enlargement of the issues in proceedings involving competitive applications of Tri-State, Southern TV Inc. and WDEF Bcstg. Co. for new TV station on vhf Ch. 12 in Chattanooga. Action July 30; announced July 31.

Spokane, Wash.—New TV, vhf Ch. 2. By memorandum opinion and order FCC denied petition of April 7 by TV Spokane Inc. to enlarge the issues in proceeding involving competitive applications of TV Spokane and Louis Wasmer for new TV station on vhf Ch. 2 in Spokane. Action July 30; announced July 31.

Opinions and Orders . . .

ACTIONS BY FCC

Little Rock, Ark.—New TV, vhf Ch. 4. FCC by memorandum opinion and order (1) postponed effective date of grant made June 17 to Arkansas Radio & Equipment Co. (KARK) for new TV station on vhf Ch. 4 pending determination of July 15 protest of KLRA Little Rock; (2) designated KARK application for hearing; (3) put burden of proof on protestant; (4) made KLRA and Broadcast Bureau Chief parties to the proceedings; (5) denied that part of KLRA protest to acceptance for filing of amendment to Arkansas TV Co. application proposing operation on vhf Ch. 11 in lieu of vhf Ch. 4; and denied protest by Gazette Pub. Co. Comr. Doerfer dissented. Action July 30; announced July 31.

Bogalusa, La.—New AM, 920 kc. By order FCC (1) granted July 17 petition by Times-Picayune Pub. Co. (WTPS) New Orleans, directed against the June 17 grant of CP to Bogalusa Bcstg. Co. for new AM station on 920 kc, 1 kw daytime; (2) designated same for hearing; (3) made WTPS party to proceeding; (4) placed burden of proof on applicant; and (5) postponed effectiveness of Bogalusa grant pending determination of hearing. Action July 29; announced July 30.

AM Standards—FCC announced proposal to amend Part 3 of its rules governing broadcast services to (1) delete Figure 3 of AM standards and substitute new ground conductivity map prepared by Commission engineers with assistance of National Bureau of Standards, and (2) provide new Sec. 3.36 to govern the issuance of special field test authorizations. Comments will be received on or before Sept. 10. Action July 29; announced July 30.

TV Allocation—FCC initiated rule-making proceedings on the following petitions: (1) Owensboro On The Air Inc., Owensboro, Ky., to assign vhf Ch. 9 plus to Hatfield, Ind.; (2) Sparton Bcstg. Co. and Jackson Bcstg. and TV Corp., Jackson, Mich., to assign vhf Ch. 10 minus to Parma, Mich.; or Triad TV Assn., Onandaga, Mich., to assign vhf Ch. 10 minus to Onandaga, Mich., or to Parma-Onandaga. Comments may be filed on or before Aug. 28. Action July 30.

TV Allocation—FCC adopted reports and orders finalizing proposed rule-making of June 25 amending the table of TV channel assignments as follows :

(1) Add uhf Ch. 37 minus to Melbourne, Fla.; (2) Change table of assignments in Ill., assgning reserved uhf Ch. 66 plus to Springfield for noncommercial educational use, deleting reserved uhf Ch. 26 heretofore assigned to Springfield; (3) Add vhf Ch. 4 plus to Roseburg, Ore., and delete it from Medford, Ore., so table of assignments will read Medford, Ch. 5, Roseburg Ch. 4 plus and Ch. 28 plus. These changes become effective 30 days after publication in the *Federal Register*. Action July 30.

At request of Holdrege Chamber of Commerce, deleted proposal to add vhf Ch. 4 plus to Holdrege and delete same from North Platte, Neb. Action July 30.

FM Allocation—FCC proposed rule-making to amend the revised tentative allocation plan for Class B FM broadcast stations to delete Ch. 290 from New York City and assign it to Bay Shore, N. Y. Great South Bay Bcstg. Co. is applicant for that channel at Bay Shore. Comments may be filed on or before Aug. 31. Action July 29; announced July 30.

Worcester, Mass.—WTAG Inc. (WTAG). Comr. John C. Doerfer granted petition to dismiss without prejudice its TV application and ordered retained in hearing the competitive application of Wilson Enterprises Inc. for new TV station on uhf Ch. 20. Action July 10; announced July 31.

High Point, N. C.—The High Point Enterprise Inc. FCC by order dismissed application for new TV station on vhf Ch. 6 (not allocated there) and dismissed as moot its petition that application be designated for hearing with applications for Ch. 8 in Beckley, W. Va., and Wilmington, N. C. Action July 30; announced July 31.

Routine Roundup . . .

July 30 Decisions

BY COMMISSION EN BANC

The Commission en banc, by Commissioners Hyde (chairman), Webster, Sterling, Hennock and Doerfer, took the following actions on July 29.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KTFY Brownfield, Tex.; KVOW Littlefield, Tex.; KDSX Denison, Tex.; KEBE Jacksonville, Tex.; KFJZ and Aux., Fort Worth, Tex.; WBNY and Alt., Buffalo, N. Y.; WITA San Juan, Puerto Rico; KCLE-FM Cleburne, Tex.; KWKW-FM Pasadena, Calif.; KFKU Lawrence, Kan.; KGDE and Aux., Fergus Falls, Minn.; WTCN-FM Minneapolis, Minn.; KWSK Pratt, Kan.; KBMN Bozeman, Mont.; WKWK Wheeling, W. Va.; WPBC Minneapolis, Minn.; WGOV Valdosta, Ga.; KIUL Garden City, Kan.; KMOR Oroville, Calif.; KCLW Hamilton, Tex.; KERV Kerrville, Tex.; KMLW Marlin, Tex.; KODI Cody, Wyo.; KREL Baytown, Tex.; KRUN Ballinger, Tex.; KSWA Graham, Tex.; KTAN Sherman, Tex.; KTMC McAlester, Okla.; KVOU Uvalde, Tex.; KVSP Lubbock, Tex.; KWIN Ashland, Ore.; WBIP Booneville, Miss.; WCOS Columbia, S. C.; WEOA and Aux., Evansville, Ind.; WHCC Waynesville, N. C.; WHUN Huntingdon, Pa.; WJAC-TV Johnstown, Pa.; Sarkes Tarzian Inc., Bloomington, Ind.; KSB-79 (Tarzian's TV Inter-City Relay), Van Beuren Twp., Ind.; WDAR Savannah, Ga.; WCAW Charleston, W. Va.; KOLN Lincoln, Neb.; KTRN Wichita Falls, Tex.; KUKI Ukiah, Calif.; WATW Ashland, Wis.; WKBI St. Marys, Pa.; WLOW and Alt., Portsmouth, Va.; KIXL-FM Dallas, Tex.; KRCT Baytown, Tex.; KTXJ Jasper, Tex.; KABC San Antonio, Tex.; KFRD Rosenberg, Tex.; KPRC Houston, Tex.; KSET El Paso, Tex.; KSEL Lubbock, Tex.; KTXL San Angelo, Tex.; KAND Corsicana, Tex.; KGKL San Angelo, Tex.; KOLE Port Arthur, Tex.

McFarland Letter

The Cerritos Bcstg. Co., Signal Hill, Calif.—Is being advised that application for new AM station to operate on 1450 kc, 100 w, unl. (BP-8734) involves interference considerations which indicate necessity of hearing.

Denied Request

KLIQ Portland, Ore., Radio Click—Denied request that call letters KLOQ for new AM station of W. Gordon Allen at Seattle, Wash., be changed. Commission sees no likelihood of confusion due to 140-mile separation.

SSA Extensions

Commission, on its own motion, extended special service authorizations to following stations for period ending Sept. 30, 1953:

WNYC New York City, for use of 830 kc, 1 kw to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10 p.m. (EST).

KFAR Fairbanks, Alaska, to use 660 kc, 10 kw, U.

KWBU Corpus Christi, Tex., to use 1030 kc, 50 kw, from local sunrise Boston, Mass., to local sunset Corpus Christi.

WOI Ames, Iowa, to use 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

July 31 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner John C. Doerfer

Chief, Broadcast Bureau—Granted petition for extension of time to and including Aug. 5, 1953 within which to file further comments in re applications of South Bend Bcstg. Corp., South Bend, Ind., and Michiana Telecasting Corp., Notre Dame, Ind. (Docket 10534-35). (Action of 7/28).

Scripps-Howard Radio Inc., Knoxville, Tenn.—Granted petition for extension of time to July 15 within which to file answers to "appeal from memorandum opinion and order of hearing examiner and request for enlargement of issues" re applications for Ch. 10 (Docket 10512-14). (Action of 7/27.)

By Hearing Examiner Benito Gaguine

Southern Bcstg. Co., Montgomery, Ala.; Southern Enterprises, Montgomery, Ala.—Ordered continuance of consolidated hearing from July 31 to Sept. 1 (Docket 10575-76).

Montgomery Bcstg. Co., Montgomery, Ala.; Alabama Tele. Co., Montgomery, Ala.—Denied petition of Alabama Tele. Co. for leave to amend its application (Docket 10574; BPCT-1055), so amendment is not accepted; and ordered conference scheduled for July 31 be continued to Aug. 27.

By Hearing Examiner H. Gifford Irion

Continued hearing from July 31 to August 4 in re applications of Superior Television Inc., KEYS-TV Inc., and K-Six Television Inc., TV applicants for Corpus Christi, Tex. (Docket 10556-58). Session on Aug. 4 will consist solely of hearing conference at which no testimony will be taken.

By Hearing Examiner William G. Butts

Denied petition of Lyman G. Berg d/b as American Telephone Answering Service, etc., Long Beach, Calif., to hold the record open to receive certain depositions or in lieu thereof copies of certain tariffs (Dockets 10401 and 10430); examiner on his own motion ordered record reopened for further hearing relating solely to telephone foreign exchange line rates and to availability of foreign exchange lines in areas involved in this proceeding; scheduled further hearing on Aug. 17 in Washington, and vacated Aug. 10 date on or before which proposed findings were to be filed in this proceeding.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition for leave to amend its TV application (Docket 10272) to change cost of acquiring land and change total cost of construction.

By Hearing Examiner Thomas H. Donahue

Upon petition of George A. Smith Jr. ordered pre-hearing conference to be held Aug. 3, 1953 in Washington, in proceeding re applications in Domestic Public Land Mobile Radio Service (Docket 10486 et al), to discuss matters as may aid disposition of hearing.

August 3 Applications

ACCEPTED FOR FILING

Modification of CP

WJLD Homewood, Ala., Johnston Bcstg. Co.—Mod. CP (BP-8656) which authorized changes in ant. system by adding TV ant. (increase in height) for extension of completion date (BMP-6269).

WBRY Waterbury, Conn., American-Republican Inc.—Mod. CP (BP-7957) as mod., which authorized replacement of ant.; changes in DA pattern and changes in ground system, for extension of completion date (BMP-6272).

KPIX (TV) San Francisco, Calif., KPIX Inc.—Mod. CP (BPCT-852) as mod., which authorized changes in facilities of existing station, for extension of completion date from 9/2/53 to 11/2/53 (BMPCT-1274).

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Modification of License

WEXL Royal Oak, Mich., Royal Oak Bcstg. Co.—Mod. of license to change corporate name to Sparks Bcstg. Co. (BML-1552).

Remote Control

Following stations request to operate transmitter by remote control:

WCNB Connersville, Ind., News-Examiner Co. (BRC-129); WGRD Grand Rapids, Mich., Music Bcstg. Co. (BRC-131); WWSC Glens Falls, N. Y., Great Northern Radio Inc. (BRC-133); WVCH Chester, Pa., James M. Tisdale (BRC-132); WENK Union City, Tenn. (BRC-130).

Renewal of License

KORA Bryan, Tex., Bryan Bcstg. Co.—Renewal of license (BR-1757).

August 4 Decisions

BY BROADCAST BUREAU

Actions Taken July 31

Modification of CP

WOOD-TV Grand Rapids, Mich., Grandwood Bcstg. Co.—Granted mod. CP to change trans. location, make ant. and other equipment changes (BMPCT-1263). Construction date 9/30/53 end 3/30/54.

KBMI Henderson, Nev., Moritz Zenoff—Granted mod. CP to change trans. location, studio location, and change type trans. (BMP-6249).

The following were granted mod. CP's for extension of completion dates as indicated:

Galesburg Bcstg. Co. (KSC-759), Galesburg, Ill., to 9/24/53 (BMPRE-154); KPIX (TV) San Francisco, to 11/2/53 (BMPCT-1274); WNAM-TV Neenah, Wis., to 10/15/53 (BMPCT-1230); KSWO-TV Lawton, Okla., to 10/23/53 (BMPCT-1266); WAVE-TV Louisville, Ky., to 1/11/54 (BMPCT-1261).

Actions Taken July 30

Modification of CP

WMTM Moultrie, Ga., Colquitt Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location, and change type of trans.; condition (BMP-6248).

Actions Taken July 29

Granted License

WKXV Knoxville, Tenn., Knoxville Ra-Tel. Inc.—Granted license for AM station: 900 kc, 1 kw-D (BL-4922).

Actions Taken July 28

Granted License

WWSC Glens Falls, N. Y., Great Northern Radio Inc.—Granted license covering change in trans. location and change type trans. (BL-5068).

Modification of CP

KPRC-TV Houston, Tex., The Houston Post Co.—Granted mod. CP to change ant. system; 635 ft. (BMPCT-1218).

Remote Control

WTUX Wilmington, Del., Fort Frere Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-128).

The following were granted extension of completion dates as indicated:

WHAR Clarksburg, W. Va., to 9/25/53 (BMP-6268); WMAC-TV Toledo, Ohio, to 2/4/54 (BMPCT-1256); WIMA-TV Lima, Ohio, to 1/21/54 (BMPCT-1259); KFEQ-TV St. Joseph, Mo., to 10/15/53 (BMPCT-1255); KUSC-TV Los Angeles, Calif., to 1/28/54 (BMPET-12); KHTV (TV) Baton Rouge, La., to 2/17/54 (BMPCT-1258); WKTV (TV) Utica, N. Y., to 10/12/53 (BMPCT-1260).

Actions Taken July 27

Remote Control

WRAK-FM Williamsport, Pa., WRAK Inc.—Granted authority to operate trans. by remote control (BRCH-41).

Granted Extension

WSLS-FM Roanoke, Va., Shenandoah Life Stations Inc.—Granted extension of completion date to 8/25/53 (BMPH-4836).

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license: KVOE Santa Ana, Calif., The Voice of the Orange Empire Inc. (BR-47); WOC Davenport, Iowa, Tri-City Bcstg. Co. (BR-510); KENO Las Vegas, Nev., Nevada Bcstg. Co. (BR-2012); WFCB Dunkirk, N. Y., Dunkirk Bcstg. Corp. (BR-2531); WWRL Woodside, N. Y., Long Island Bcstg. Corp. (BR-271); WFRC Reidsville, N. C., Piedmont Carolina Bcstg. Co. (BR-1625); WING Dayton, Ohio, Great Trails Bcstg. Corp. (BR-292); KQV Pittsburgh, Pa., Allegheny Bcstg. Corp. (BR-367); WMBG Richmond, Va., Havens & Martin Inc. (BR-385); WHIS Bluefield, W. Va., Daily Telegraph Printing Co. (BR-757).

August 4 Applications

ACCEPTED FOR FILING

License to Cover CP

KROW Oakland, Calif., KROW Inc.—License to cover CP (BP-6359) as mod., which authorized change in trans. location and installation of new trans. (BL-5072).

KFAD Fairfield, Iowa, The Fairfield Bcstg. & TV Corp.—License to cover CP (BP-8524) which authorized new AM (BL-5073).

WTTR Westminster, Md., Carroll County Bcstg. Corp.—License to cover CP (BP-8570) which authorized new AM (BL-5071).

WHAK Rogers City, Mich., Rogers City Bcstg. Co.—License to cover CP (BP-8492) as mod., which authorized increase in power and installation of new trans. (BL-5074).

KERC Fairmont, N. C., Carolinas Bcstg. Co.—License to cover CP (BP-8706) as mod., which authorized new AM (BL-5070).

WBVP Beaver Falls, Pa., WBVP Inc.—License to cover CP (BP-8633) which authorized increase in height of ant. (BL-5076).

WHVF Wausau, Wis., Lakeland Bcstg. Corp.—License to cover CP (BP-8566) as reinstated and mod., which authorized new AM and specify studio location (BL-5077).

Renewal of License

Following stations request renewal of license:

KOLD Yuma, Ariz., Maricopa Bcstgs. Inc. (BR-2774); WONS Hartford, Conn., General Teleradio Inc. (BR-854); WMBR Jacksonville, Fla., The Washington Post Co. (BR-483); WEBK Tampa, Fla., Hillsboro Bcstg. Co. (BR-2452); WBGR Jessup, Ga., Altamaha Bcstg. Co. (BR-2314); WRMN Elgin, Ill., Elgin Bcstg. Co. (BR-2343); KASI Ames, Iowa, Ames Bcstg. Co. (BR-2133); WROK Rockford, Ill., Rockford Bcstgs. Inc. (BR-597); KPLC Lake Charles, La., Calcasieu Bcstg. Co. (BR-844); WLAM Lewiston, Me., Lewiston-Auburn Bcstg. Corp. (BR-2099); KWK St. Louis, Mo., KWK Inc. (BR-636); KGFL Roswell, N. M., KGFL Inc. (BR-118); WOKO Albany, N. Y., Governor Dongan Bcstg. Corp. (BR-2584); KVLH Pauls Valley, Okla., KVLH Bcstg. Co. (BR-1848); WCOJ Coatesville, Pa., Chester County Bcstg. Co. (BR-2392); WLAN Lancaster, Pa., Peoples Bcstg. Co. (BR-1284); KOTA Rapid City, S. D., Black Hills Bcstg. Co. (BR-909); WMRC Greenville, S. C., Textile Bcstg. Co. (BR-1089); KTXN Austin, Tex., Radio KTXN (BR-2280); KBOR Brownsville, Tex., Brownsville Bcstg. Co. (BR-2267); KULP El Campo, Tex., Wharton County Bcstg. Co. (BR-1922).

Involuntary Assignment of License

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—Involuntary assignment of license to Jefferson Bcstg. Co.

Modification of CP

WNHC-TV New Haven, Conn., The Elm City Bcstg. Corp.—Mod. CP (BPCT-1486) which authorized changes in existing station, for extension of completion date to 2/28/54 (BMPCT-1277).

KEYL (TV) San Antonio, Tex., San Antonio TV Co.—Mod. CP (BPCT-832) as mod., which authorized change in facilities of existing station, for extension of completion date to 2/19/54 (BMPCT-1278).

August 5 Applications

ACCEPTED FOR FILING

License to Cover CP

KSGA Cottage Grove, Ore., Coast Fork Bcstg. Co.—License to cover CP (BP-5974) as mod., which authorized new AM. (BL-5080).

WPTS Pittson, Pa., Midway Bcstg. Co.—License to cover CP (BP-8567) as mod., which authorized new AM. (BL-5079).

WCRE Cheraw, S. C., Chesterfield Bestrs. Inc.—License to cover CP (BP-8146) as mod., which authorized new AM. (BL-5081).

WHYN-FM Holyoke, Mass., The Hampden-Hampshire Corp.—License to cover CP (BPH-1799) as mod., which authorized changes in licensed station. (BLH-910).

WSTP-FM Salisbury, N. C., Piedmont Bcstg. Corp.—License to cover CP (BPH-1813) which authorized changes in licensed station.

Modification of CP

WLWA (TV) Atlanta, Ga., Crosley Bcstg. of Atlanta Inc.—Mod. CP (BPCT-927) as mod., which authorized changes in facilities of existing station, for extension of completion date to 3/10/54. (BMPCT-1280).

KACY (TV) Near Festus, Mo., Ozark TV Corp.—Mod. CP (BPCT-1419) which authorized new TV, for extension of completion date to 11/30/53.

WABC-TV New York, American Bcstg.-Paramount Theatres Inc.—Mod. CP (BPCT-79) as mod., which authorized new TV, for extension of completion date. (BMPCT-1284).

WBID Henderson, N. C., Nathan Frank—Mod. CP (BP-7733) as mod., which authorized new AM, for extension of completion date. (BMP-6273).

Modification of License

WOMC (FM) Royal Oak, Mich., Royal Oak Bcstg. Co.—Mod. of license to change name to Sparks Bcstg. Co. (BMLH-66).

Renewal of License

Following stations request renewal of license:

KYMA Yuma, Ariz., KYMA, Yuma Inc. (BR-2573); **WTSL Hanover, N. H.**, Granite State Bcstg. Co. (BR-2552); **KWEW Hobbs, N. Mex.**, KWEW Inc. (BR-972); **WENE Endicott, N. Y.**, Ottaway Stations Inc. (BR-1642); **WHK Cleveland**, United Bcstg Co. (BR-285); **WACO Waco, Tex.**, Frontier Bcstg. Co. (BR-285); **WTOP-TV Washington**, WTOP Inc. (BRCT-40); **WBAL-TV Baltimore**, The Hearst Corp. (BRCT-25); **WOOD-TV Grand Rapids, Mich.**, Grandwood Bcstg. Co. (BRCT-93); **WNBW (TV) Washington**, NBC (BRCT-7); **WXEL (TV) Cleveland**, Empire Coil Co. (BRCT-76); **WEWS (TV) Cleveland**, Scripps-Howard Radio Inc. (BRCT-9); **WTAR-TV Norfolk, Va.**, WTAR Radio Corp. (BRCT-54); **KTUC Tucson, Ariz.**, Tucson Bcstg. Co. (BR-102); **KJRL Pocatello, Ida.**, Radio & TV Bcstg. Co. of Idaho (BR-2083); **KSO Des Moines, Ia.**, Murphy Bcstg. Co. (BR-513); **KTUL Tulsa, Okla.**, Tulsa Bcstg. Co. (BR-463); **WEAM Arlington, Va.**, Arlington-Fairfax Bcstg. Co. (BR-1545).

Remote Control

Following stations request to operate transmitters by remote control:

WRNY-FM Rochester, N. Y., Rochester Bcstg. Co., 301-A (BRCH-44); WHOS Decatur, Ala., North Alabama Bcstg. Co. (BRC-134); WRMN Elgin, Ill., The Elgin Bcstg. Co. (BRC-135); WRNY Rochester, N. Y., Rochester Bcstg Co. (BRC-136).

Program Authority

Letter, dated July 29, 1953, submitted on behalf of Radio-Television S.A., licensee of XETV (TV) Tijuana, Mexico, requesting authority to televise certain football games to be played at San Diego between Aug. 7, 1953, and Nov. 28, 1953. American Telephone & Telegraph Co. relay facilities are proposed to be used for transmission from various stadia to XETV.

Upcoming Events

Aug. 3-14: Grant Advertising Inc., conference, Edgewater Beach, Chicago.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

Aug. 10-12: Board meeting, Radio Parts & Electronic Equipment Shows, Dixville Notch, N. H.

Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.

Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.

Aug. 28-Sept. 18: Educ. TV production workshop, U. of Illinois, Urbana.

Aug. 30-Sept. 5: Educ. TV station management seminar, U. of Iowa, Ames.

Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.

Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 1-4: AIEE, Pacific General Meeting, Hotel Vancouver, Vancouver, B. C.

Sept. 15-17: RTMA board meeting, Biltmore Hotel, New York.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.

Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.

Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Oct. 1-8: National Newspaper Week.

Oct. 2-11: National Electronic Show of Electronic Employers Assn., Santa Monica Pier, Santa Monica, Calif.

Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.

Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Indianapolis.

Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

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Dry Spell

IT MUST always be with a sigh of relief that broadcasters observe the end of a Congressional session which, like that just ended, produces no legislation antagonistic to radio and television. Unhappily, the period of relief ends with the beginning of the next session.

As noted in a summary appearing elsewhere in this issue, the first session of the 83d Congress was without significant legislative action concerning radio-TV (though Congressional influence was undeniably manifest in other ways). There is no assurance, however, that the second session will end similarly.

One attack that is bound to be resumed is that against liquor advertising on radio and television.

In reading the *Congressional Record* throughout the first session it became plain that a small but extremely vigorous group is dedicated to the passage of such restrictive legislation. Scarcely a week went by without the insertion of some kind of propaganda—often in the form of petitions from constituents—urging that liquor commercials be prohibited on the air.

This campaign has been going on for some time. (The 82d Congress killed an anti-liquor advertising bill by the slim margin of one vote in committee.) Aimed initially at radio-TV, which in fact carry practically no such advertising, these efforts are designed to be the opening wedge in the longer-range campaign to outlaw *all* alcoholic beverage advertising.

When the second session of the 83d Congress begins, broadcasters may be prepared for a reconsideration of such legislation. The time to begin planning the defense is now.

Paper Plague Abatement

GOVERNMENT paper work for years has been a dread occupational ailment of the broadcaster. Superimposed upon the normal plethora of tax and revenue returns has been an annual snowstorm of FCC forms which, when due, consume the broadcaster's accounting department.

Of course there are the essential FCC forms covering new applications, transfers of ownership (voluntary or involuntary), renewals, modifications, ad infinitum. These are as inevitable as death and taxes. The trouble lurks in the special forms which each licensee must file and which inundate the staff.

There have been signs of relief. The FCC is moving toward three-year licenses for television, to match those for AM and FM. There's a definite effort, proposed to FCC by Chairman Hyde, to eliminate the annual financial return, replete with employment data. And there's a proposal to eliminate the onerous annual ownership return.

The financial form, which had its start in 1939, always has been of doubtful validity. The original "survey" was made ostensibly on a one-time basis for the chain-monopoly investigation. But the FCC New Deal economists liked the stuff. So it was continued, largely by default.

The annual ownership return works a hardship on all stations, since it entails a type of bookkeeping not otherwise used by the average station.

The FCC has come around to the view that a lot of man-hours can be conserved both for itself and for the licensees by trimming down these forms. Instead of the annual financial form, it is pondering a simple annual profit and loss statement, easily extracted from a station's books. Or it may have such returns submitted only at the time of renewal—once every three years.

The ownership report, now submitted annually, would be filed only when there's actual ownership change, or on license renewal, at the three-year intervals.

Unbeknownst to most broadcasters is the work that has been done quietly over the years on reduction and elimination of paper work. It is a unique case of government-industry collaboration. There is in Washington an Advisory Council on Federal Reports which counsels with the U. S. Bureau of the Budget on simplifying and improving questionnaire and reporting procedure of the Federal agencies. There is a Committee on Radio and Television Broadcasting, currently headed by Ben Strouse, WWDC Washington. One of the radio anchor men for years has been C. T. Lucy, WRVA Richmond. Wayne Coy, both as broadcaster and as FCC chairman, worked closely with this committee.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Let's face it . . . we've got to hit the street earlier and get our message across before *the big TV shows come on."*

There's one unsung bureaucrat who has been a one-man gang in the work toward simplifying the FCC's questionnaire sprees. David Cohn is the Budget Bureau executive who maintains the FCC liaison. No form can be issued by the FCC without Budget Bureau approval. That means Dave Cohn's approval. It was he who originally advocated the three-year license for AM (and later FM). He's spearheading the move for the elimination of the annual financial and ownership forms.

Over the years, Mr. Cohn has had occasion to work with Rosel Hyde, first as assistant general counsel, general counsel, commissioner and now chairman. It's because of this team-work that all who deal with FCC can look to a steady abatement of the paper plague.

Cogitating on Color

THE ADOPTION of a compatible color television system is a serious matter that deserves the most rigorous study. The FCC cannot be expected to act on the question overnight.

It is somewhat disturbing, however, to discern in unofficial but repeated comments out of the Commission an indication that the FCC intends to take its own sweet time about coming to a decision. We fervently hope that these reports do not reflect official policy. An undue delay in resolving the color question can cause intolerable harm.

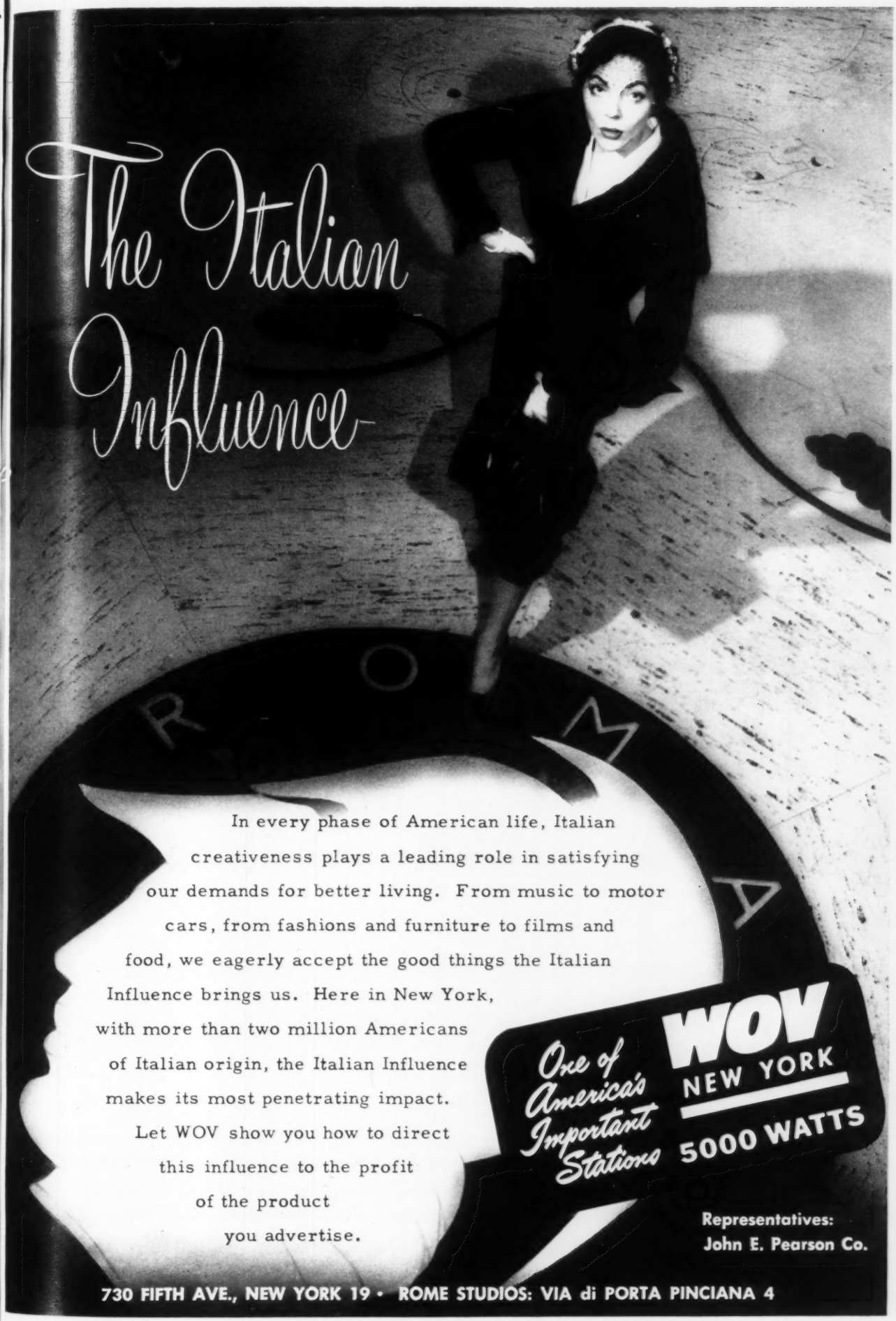
Consider the problems confronting the prospective purchasers of television receiving equipment nowadays. A good many millions who already own vhf sets are being urged to convert them to accommodate uhf. Millions more living in communities heretofore without TV service are being asked to buy vhf-uhf combinations. For most people the acquisition of a TV receiver or conversion to uhf represent important capital investments. It cannot make their planning easier to be told that color television soon may be available.

Even though the promised color is compatible, prospective buyers are bound to put off an investment in a contemporary black and white model, at least until the color timetable is more certain than it is now.

The longer the color issue remains unresolved, the more difficult it will be for new TV stations entering new TV markets to create audiences of commercial significance. For telecasters and equipment manufacturers alike a prolonged consideration of the color petition promises nothing but headaches they would not have had if the issues had not arisen.

This is not to say that color should have been left alone until the black and white market was more nearly saturated, for the desirability of color television is undisputed. It is to say, however, that since the question has been raised, it must be settled as quickly as possible.

The majority of manufacturers and leading networks have expressed their eagerness to begin color operations. It remains for the FCC to exert itself toward an early decision.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